JANUARY 4-10, 1953

VOLUME 5

NUMBER 1

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Ross Reports

ON TELEVISION

PRODUCTION . PROGRAMMING . TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(4)

CBS - 2:30-3:30pm; HIGHLIGHT; Welcome To Washington; from WTOP-TV(Washington, D.C.) to the net; Sustaining; Prod - Charles Von Fremd; Dir - Charles Hill; CBS-TV newsmen Walter Cronkite, Bill Downs, Bill Costello, Bill Shadel, Ron Cochran, George Bancroft and Peter Hackes will participate in a special program which will wllcome sixteen new Senators and their families to Washington.

NBC - 1:30-2pm; DEBUT & CHANGE; The Catholic Hour; from WNBT(NY) to 47 sta; Sustaining; Prod - Doris Ann, NBC & Dean McCarthy, Nat'l Council of Catholic Men; Dir - Martin Hoade NBC; Writer - Jason Johnson; marking TV debut of the religious program heard on radio for 23 years, The Catholic Hour will replace the Catholic portions of the weekly NBC Television Religious Hour: Frontiers of Faith, and will be seen for four weeks at this time. Rev. Vincent Holden, C.S.P. will narrate the series featuring dramatized explanations of what is found and what takes place inside a Catholic church, with members of the Catholic Actors Guild of America taking part.

NBC - 5:30-5:45pm; DEBUT; A Chance To Show; from WNBT(NY) to the net; Sustaining; Prod - William Gargan, Jr; Dir - Grey Lockwood; NBC's comedy development program aims to give young talent a chance for stardom without the usually attendant "hard knocks." Although listed as a special program, the series may continue.

Mon(5)

CBS - 9:30-10pm; CHANGE; Red Buttons Show; from WCBS-TV(NY) to 27 sta & 13 kine; Sponsor - General Foods (Instant Maxwell House Coffee and Gaines Dog Food) thru Benton & Bowles; Prod - Al Span; Dir - Burt Shevelove; comedy program starring Buttons debuted as a sustaining show on October 14, and picks up sponsorship with this move (replaces Life With Luigi for the sponsor); Pat Carroll, comedienne, Joe Silver, Allan Walker and Beverly Dennis are regular members of the cast; Elliot Lawrence is musical director.

Tue (6)

CBS - 2-2:30pm Tue & Thu; ADDED TIME; Wheel of Fortune; from WCBS-TV(NY) to the net; Sustaining; Prod - Peter Arnell; Dir - Lloyd Gross; Todd Russell MC's audience participation show which debuted October 3 as a weekly program (Fridays 10-llam), takes over these additional time slots as replacement for Everywhere I Go, which departed January 1.

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THIS WEEK (Cont'd)

Wed (7)

- ABC 7:30-8pm; RETURN; A Date With Judy; from WJZ-TV(NY) to 8 sta & 42 kine; Sponsor American Chicle Co(Clorets chewing gum & other products) thru Dancer-Fitzgerald-Sample; Pkgr-- Ted Ashley Assoc; Prod-Writer Aleen Leslie; Dir Don Richardson; Sets Frederick Stover; situation comedy program was last seen October 2 for the same sponsor; Mary Linn Beller, Jimmy Sommer, John Gibson, Flora Campbell and Peter Avramo are program regulars.
- ABC 8:30-11:15pm; DEBUT; Olympic Wrestling; from KECA-TV(Hwood) to West Coast Television Network & Mountain States' stations; Sustaining; top wrestlers will appear regularly at the Olympic Auditorium in Los Angeles; bouts are soon expected to be carried over ABC-TV's full net.

Thu(8)

DuM - 9-9:30pm; HIGHLIGHT; Coach of the Year Dinner; from WTTG(Washington, D.C) to the net; Sustaining; Joe Williams will be toastmaster at the Nat'l Collegiate Athletic Assn convention's dinner at the Hotel Statler; Clarence "Biggie" Munn will be honored as coach of the undefeated Michigan State football team.

Sat (10)

- ABC 8-11:30pm; HICHLIGHT; The Evening Star Track Meet; from WMAL-TV (Washington, D.C.) to the net; Sustaining; the sixth annual sports event sponsored by the Washington Evening Star will take place at the District of Columbia's National Guard Armory; teams from Yale, Princeton, Brown, Temple, U.S. Naval Academy, Catholic U., Syracuse U., Penn State, Georgetown U., University of North Carolina, Duke University, Northwestern, University of Arkansas, Ohio State, Kansas State, and others, will compete in eight events.
- NBC 4:15-7pm(approx); HIGHLIGHT; Pro Eowl Football Game; from KNBH(Hwood) to the net (except WNBT, NY); Sustaining; game will match picked teams of stars from the National and American converences of the National Professional Football League in Memorial Coliseum.

LAST WEEK'S NETWORK CHANGES

- ABC The Hot Seat; LAST SHOW Dec 29; Mon 8:30-9pm; Pkgr-Prod Stuart Scheftel; public figures are questioned on controversial issues; program replaced by films produced by MCA's Revue Productions. Appointment With Love debuts Jan 3 (Fri 9-9:30pm), replacing All Star News at that time only, also presents half hour films from Revue Productions package.
- CBS All In One; DEBUT Dec 27; Sat 9-9:30pm; Sustaining; Prod Al Span; Dir James Sheldon; Music Dir Hank Sylvern; George DeWitt MC's new comedy-variety program which debuted as a one-shot, but will continue for a limited engagement; guests on the January 3 program included Bobby Winters, comedy juggler; Senor Wences, ventriloquist; Bobby Sargeant, comic and The Dassies, hand balancing and tumbling act, all performing "in one," without benefit of sets.

SPONSOR ACTIVITY

BRISTOL-MYERS will split billings for its Sunday night 9:30-lopm time slot on CBS-TV when it replaces Break the Bank with alternate week programs starring Ken Murray and Alan Young. The Young show, produced on film, will be supervised by Doherty, Clifford, Steers & Shenfield, who handled Break the Bank. The Ken Murray show, which will also be produced in Hollywood, live, will be handled by Young & Rubicam, who have large coast quarters already established.

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SPONSOR ACTIVITY(Cont'd)

EASTCO, INC(Clearasil) thru Ruthrauff & Ryan has purchased a single five-minute segment on a one-shot basis on There's One in Every Family (CBS-TV Mon thru Fri 11-11: 11:30am) for January 19.

JOSEPH MARTINSON & CO(Tea & Coffee) and MELVILLE SHOE CORP(Thom McAn Shoes), with the dissolution of the Neff-Rogow Agency, have switched to Anderson & Cairns, effective January 2. Al Paul Lefton continues to handle a portion of the Martinson account, with Pedlar & Ryan retaining the Melville Corporation's John Ward account.

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LOCAL STATION ACTIVITY

New York

WCBS-TV(Ch 2) - What's Your Trouble?; DEBUT Jan 3; Sat 3:45-4pm; (ON FILM); Sustaining; Pkgr-Prod - Nat'l Council of Protestant Churches; Dr. Norman Vincent Peale, pastor of New York City's Marble Collegiate Church, appears with his wife discussing in an informal manner the ways in which religious faith and psychology can help people solve the problems they face on their jobs, in their marriages and in their personal and family lives. Winter Holiday moves to Sundays 11:45am-12noon.

> Demi-Tasse Tales; DEBUT Jan 6; alt Tue 10:30-11pm: ON FILM; Sponsor-S. A. Schonbrun & Co (Medaglia D'Oro coffee) thru L. C. Gumbinner; films produced in Hollywood by Jerry Fairbanks, directed by Frank Telford: most of the films were seen previously on Hollywood Half-Hour; Your Jeweler's Showcase, sponsored by Hamilton Watch Co thru BBD&O, becomes alternate week program (formerly was weekly with International Silver thru Young & Rubicam sponsoring alternate week).

WJZ-TV(Ch 7)

- Why?; DEBUT Dec 29; Mon 10-10:30pm; Sustaining; Pkgr-Prod - John Reed King and Bill Cullen; Dir - Roger Shope; King & Cullen MC new panel show with regular panelists having been chosen from among men and women who regularly attend radio or television broadcasts; the panelists, who are not expected to know answers to simple questions, must give advice on problems if they miss answering; they include Frank Fox, chicken plucker; Clara Dechart, retired and Lillian "Lydia" Bailey, turret lather.

The Tommy Henrich Sports Show; LAST SHOW Jan 1; Tue & Thu 7:15-7:30 pm, to be replaced by films; The Big Picture, Army-produced films, replace Focus on Saturdays 6-6:30pm.

This Is Charles Laughton; DEBUT Jan 9; Tue 7:15-7:30pm; (FILM); Sponsor-Duffy-Mott Co (Mott's Apple products and Sunsweet Prune Juice) thru Young & Rubicam; Exec Prod - Paul Gregory; Filmed in Hollywood by Sherman Harris Productions; Assoc Prod - Sherman Harris; Dir - Charl Charles Laughton; Research - Laughton & Albert Brush; Camera - Jack MacKenzie; Film Editor - Bob Golden; Laughton performs his noted readings from the Bible and works of literature; the program is being sponsored by Duffy-Mott in 19 markets, with NY carrying it on two stations (see WPIX on following page.)

Dog Show of Chempions; NEW TIME Jan 10; Sat 6:30-7pm; Sponsor - Participations; Pkgr-Prod - Charles King; Dir - Jerry Freedman; Assoc Dir - Allen Potash; Mrs. Sherman Hoyt interviews owners of canine champions and others connected with the dog world; was formerly seen Tuesdays 10-10:30pm.

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LOCAL STATION ACTIVITY(Cont'd)

WNBT(Ch 4) New York

- Douglas Fairbanks, Jr. Presents The Rheingold Theater; DEBUT Jan 7; Mon 10:30-11pm; Sponsor - Liebmann Breweries (Rheingold Beer) thru Foote, Cone & Belding; Pkgr-Prod - Douglas Fairbanks, Jr; Dir -Lawrence Huntington; new half-hour films produced in England and Ireland; Mr. Fairbanks will star in every fourth program; Rheingold formerly sponsored The Unexpected, a Ziv package, in this time slot.

A Good-News Reel; DEBUT Jan 5; Mon thru Fri 9:55-10am; Sustaining; Nick Kenny will conduct a five-minute program for two weeks only.

NY

WOR-TV(Ch 9)- The Sunshine Gang; DEBUT Jan 7; Wed 5:45-6pm; Sponsor - Price Vacuum Stores; Prod - John McKnight; Dir - Victor Cavaness; John McKnight MC's new program highlighting Western, hillbilly and folk music, with guitarist Zeb Carver and son Jody, Hawaiian guitarist; accordionist Johnny Newton and Roy Horton, bass violinist.

WPIX(Ch 11) - Broadway Camera; DEBUT Jan 5; Mon, Wed, Thu & Fri 7:15-7:30pm; Sponsor-Socony-Vacuum Oil Co thru Compton Advertising (Mon, Wed & Fri only); Dir - Lou Florence; Jimmy Powers will host panel show featuring Danton Walker, Hy Gardner, Frank Farrell and Robert Sylvester, each assigned a day on which to present news and information about Broadway and Hollywood.

> This Is Charles Laughton; DEBUT Jan 6; Tue 7:15-7:30pm; (ON FILM); Sponsor - Duffy Mott Co (Mott's Apple products & Sunsweet Prune Juice); for credits see WJZ-TV on preceding page.

Chicago

WGN-TV(Ch 9)- Radio-TV performer's strike settled on December 30, one week from the time it was instituted by AFTRA. Under the terms of agreement on the radio and television contracts on the disputed issues, members of the WGN and WGN-TV news staff were placed completely out of the jurisdiction of the union. The station agreed to severance pay and retroactive pay provisions, but will not institute a dues check-off.

> The World Is Yours; DEBUT Jan 2; Fri 8:30-9pm; Sponsor - Chicago Motor Club; Prod-Writer - Jack LaFrandre; Paul MacAlister, architect, lecturer and world traveler will serve as tour guide on new program featuring films, maps, charts, and other objects designed to show a complete tour of certain areas. The first trip will be to Jamaica, Puerto Rico and Cuba.

Soccer Football; DEBUT Jan 4; Sun 4-5pm; Sponsor - Mages Stores for Sport thru Malcolm-Howard Agcy; Jack Brickhouse will describe the action of two complete games played each week by teams in the National Indoor Soccer Football League at the Chicago Avenue Armory.

KTLA(Ch 5) Hollywood

The Roberta Linn Show; DEBUT Dec 30; Tue 7:30-8pm; Sustaining; new musical program will have Mischa Novy and his famed six gypsy violins and cymbalum as accompaniment for Roberta Linn, who is also featured vocalist with Lawrence Welk and his Champagne Musicmakers, and appears on another KTLA program, Frosty Frolics.

It's Magic; NEW TIME Dec 31; Wed 7:30-8pm; Sustaining; magic show stars Dell O'Dell, female magician, with Charles Carrer, "King of the Jugglers", featured. Frogram was formerly seen for fifteen minutes only.

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FILM REPORT

WESTERN TELEVISION SECURES LARGE BANK LOAN to be used for the acquisition of new product by Western Television Corporation and is for the expansion of distribution facilities of Motion Pictures for Television, Inc. Matthew Fox, President and Chairman of the Board of Western, also owns MPTV. The loan, in the amount of \$1,525,000, was made by the Amusement Industry Division of Bankers Trust Company, NY.

BO-MOR FRODUCTIONS FORMED IN HOLLYWOOD by Bow Herbert, Chicago theatrical producer and Richard Morley, who will be executive producer of the TV film firm. Herbert, president of Bo-Mor, has announced the signing of Don Wilson as star and commentator of a series tentatively entitled Hollywood Observatory.

RCA SUBSIDIARY TO DISTRIBUTE MUSICAL FILMS, with a library of 100 three-minute Western musicals making up their initial stock. RCA Recorded Program Services also plans to syndicate film series, and will also integrate distribution of the RCA Thesaurus transcription library and radio syndicated shows.

WABD, NY, BUYS 3RD & 4TH RUNS OF FRONT PAGE DETECTIVE, produced by Jerry Fairbanks, Inc., Hollywood. Consolidated Television Sales distributes the series. Starring Edmund Lowe, the 39-episode series was first sponsored by the Wine Growers Guild, with the re-run, terminating last summer, sponsored by Rayco Auto Seat Covers. In purchasing the third and fourth runs, WABD will get delivery on February 1, with exclusive NY rights to the series through April, 1955.

NEWS DIGEST

PULSE EXPERIMENT ON ACCURACY IN AUDIENCE MEASUREMENT COMPLETED. In the NYC area, homes were visited between noon and lpm, and at that time, no questions were asked regarding listening or viewing. Instead, interviewers explained they were surveying makes and models of various home appliances and asking for permission to check the name and model for themselves. Homes in which there was no listening or viewing were revisited by different interviewers between 4 and 5pm the same day, at which time listening or viewing was checked in the manner normally used by Pulse. In only ten out of the 352 homes surveyed did people report listening or viewing earlier in the day when the prior survey had shown that no set was in use, and it is possible that of these ten, some may have been listening or viewing just prior to or just following the observational visit. The experiment shows, therefore, that non-listeners and non-viewers do not over-estimate their listening or viewing when interviewed by the Pulse aided-recall roster method.

CANADIAN BROADCASTING COMPANY TO CARRY CBS & NBC TV PROGRAMS, having reached an agreement last week with the networks on terms. The two CBC stations, CBLT, Toronto and CBFT, Montreal, have been carrying some DuMont programs. It has been reported that the Canadian company will split its revenue from sponsors on a fifty-fifty basis. Montreal programs will be seen via kinescope until such time as a microwave system is in effect. The Toronto station will carry programs via a Buffalo microwave relay.

NBC INSTALLS NEW TV MASTER DESK AND CONTROL ROOM in its New York studios, which are designed to eliminate the chance of human error in the operation of the controls. A precision time clock automatically disconnects circuits from a studio at the end of a program; a pre-set control unit "brain" automatically switches video and audio into action from one studio or theater to another as programs change, and an interceptor panel automatically cuts off a live program, switches to film from another studio, then reverts back to the live program. The new systems were designed by A. A. Walsh, John Lake and Eric Burglund, working under Chester A. Rackey, manager of the network's audio-video engineering department.

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PERSONNEL CHANGES

Joseph H. McConnell has resigned as president of the National Broadcasting Company to become president of Colgate-Palmolive-Peet. Edward H. Little, who McConnell replaces, becomes chairman of the board. Frank H. White, formerly a president of the Mutual Broadcasting System, becomes president of NBC, with Sylvester L. Weaver moving to the newly created position of vice-chairman of the board of NBC.

Peter G. Levathes, short subjects sales manager of 20th Century-Fox, has resigned to join Young & Rubicam in a newly created television department which will engage in production and syndication of television films.....Ralph Hunter has been named program director of WWJ-TV, Detroit. A former Voice of America producer, he has also been associated with NBC, CBS and WOR.....Bernard G. Rasmussen, formerly Time Buyer & Business Manager of the radio-TV department of Ruthrauff & Ryan, has joined the NY office of Fuller & Smith & Ross in a similar capacity. Another addition to the F&S&R staff is Winston O'Keefe, former independent packager and head of the American Theater Wing's Professional Training Program, who will be supervisor of production on the new Westinghouse show, "Freedom Rings"......George McGovern has resigned from the NBC sales department to join the William Esty agency as director of research.

Cal J. McCarthy, treasurer of Ruthrauff & Ryan, has been elected senior vice president of the agency. Robert M. Watson was named executive vice president.....

Henry W. Lowe, formerly with William Esty Co, has joined Lennen & Newell as vice president. Prior to joining Esty two years ago, Mr. Lowe was with Compton Advertising for 14 years.....Michel Kraike, theatrical film producer, most recently with Edward Small Productions, has joined Screen Gems, Columbia Pictures TV subsidiary, as a producer on their Ford TV film series.

Karl Nelson, manager of WTOL, Toledo, has been named regional sales manager for all radio & TV properties of Edward Lamb Enterprises. Gene Myers has been appointed merchandising manager of the organization, having formerly been sales manager of WTAM, Cleveland. Lamb TV properties include stations WTVN, Columbus, Ohio and WICU-TV, Erie, Pa., and WMAC-TV, now under construction in Masillon-Canton, Ohio.....Stewart Pierce Brown, formerly with Neff-Rogow, New York, will join Anderson & Cairns to supervise two accounts which moved to the latter effice with the dissolution of the Neff-Rogow agency on January 1.

Charles F. Wilkinson, art director for McKee & Albright, Philadelphia, has been elected a vice president of the agency.....George Fisher, sales executive with United Television Programs, joins. Guild Films, Inc, New York, as district sales manager......Max Hodge, formerly with Wilding Picture Productions, has joined the Detroit office of D. P. Brother & Company as a writer-director of promotional films for the agency......Ernest Byfield, Jr. has joined Kastor, Farrell, Chesley & Clifford as an account executive. KFC&C have moved their offices to 400 Madison Avenue, New York City. The new phone number is Plaza 1-1400...lester Loeb Advertising, Inc. has moved to 25 West 4 th Street, JUdson 6-8488.......John B. Hughes has been named Director of News for WOR-TV, New York.

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Most of the shows on January 2, 3, 4 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, January 9. Script identifications used are: original (0), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

FRIDAY	JANUARY	2
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Meet Betty Furness	CBS 10:45am	Helen Hayes (PREMIERE)
Howdy Doody (Bob Smith)	NBC 5:30	Fred Allen (C); (FIFTH ANNIVERSARY OF SHOW)
Mama (Peggy Wood)	CBS 8pm	Dagmar & The Economic System - (0) by Thomas Coley & William Roerick; with regulars & Kevin Coughlin; (SD)
Aldrich Family (Bobby Ellis)	NBC 9:30 Royal Beal, H	Henry's New Year's Resolution - (0) by Clifford Goldsmith, (A) by Bud Grossman; with regulars & Roy Fant, Phoebe Mackay; (SD)
	1	SATURDAY JANUARY 3
Dick Tracy (Ralph Byrd)	WABD 6:30 Leslie O'Pac	Dick Tracy & Influence - (0) by William Lively; with Joe Devlin, Frank Gerstle, Richard Reeves, e, Henry Rowland; Dir by Thomas Carr (FILM)
Stork Club (Sherman Billingsley)	CBS 7pm	Bette Davis, Mayor Impellitteri, Eddie Bracken, The Toppers (S)
Your Show Of Shows (Caesar & Coca)	NBC 9pm	Glynis Johns, guest hostess; Bambi Linn & Rod Alexander (D) return as regulars; Coca absent, still recovering
It's News To Me (John Daly	CBS 10:30	Anna Lee, Jane Wyatt, Quentin Reynolds, John Henry Faulk
		SUNDAY JANUARY 4 mmuniminuminuminuminuminuminuminuminumin
American Inventory	NBC 2pm	Private American Investment Abroad - (0) by Bob Wald; with Bob Abernathy; narrated by Lockwood Doty (FILM)
Lamp Unto My Feet (Dr Lyman Bryson)	CBS 2pm	A Mighty Fortress - (0) by Palmer Thompson; with Judson Laire, Addison Powell, Hans von Twardowski, Richard Neilson; (SD)
Omnibus (Alistair Cooke)	Man In The C Brandon de W Florenz Ames val (choreog Bess, Diana	The Bear - (0) by Anton Chekhov, (A) by Robert Tallman; with Michael Redgrave, June Havoc; The ool, Cool Moon - (0) by William Saroyan; with ilde, Darren McGavin, Joey Fallon, Gloria Marlowe, Marian Seldes; Dance Congress - with Edmond Lingrapher), Tchernova, Denise Bourgeouis, Beatrice Shergold; Dir by Jean Benoit-Levy (FILM); Alisnawers Letters - with recap segments of previous
Super Circus (Claude Kirchner)	ABC 5pm	Bergs Movieland Seals, La Blonde Duo (acro), Joanne Day (trapeze), The Cathalas Troupe (acro)

ROSS REPORTS

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TALENT SHOWSHEET (more)

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SUNDAY JANUARY 4 (Cont'd)

Hllmk Hall Of Fame (Sarah Churchill)	· · · · · · · · · · · · · · · · · · ·	Fanny Stevenson - (0) by Elenor Tarshis; with Sarah Churchill, John Baragrey, Harry Hugenot, Richard Aherne, Winston Ross, Allan Stevenson, Vinton Hayworth, Jr, Ivan McDonald, Frank Dana;(I)
Opera Cameos	WPIX 7:30	Excerpts from La Tosca by Puccini with Salvatore Puma, Rina Telli (S)
Toast Of The Town (Ed Sullivan)	CBS 8pm O'Dare (acro)	Billy Eckstein (S), Phil Spitalny & Orchestra, Phil Jones Group of Dancing Youngsters, Eileen , Bill Sears & Animal Puppets
Rocky King (Roscoe Karns & Earl Hammond)	DuM 9pm	Double Cross - (0) by Robert Corcoran; with John Shay, William Sharon, Doris Roberts, John Seven; (SD)
Plainclothes Man (Ken Lynch)	DuM 9:30	The Hot Check - with Ronald Dawson, Ellen Parker, Tiger Andrews, Mac McLeod, Henrietta Moore; (SW & SD)
The Doctor (Warner Anderson)		Desk Of Matthew Day - (0) by Martha Wilkerson; with Thomas Mitchell, Henry Garrard, Malcolm ona Bruns, Robert H Harris, Bert Thorn, Guy Samp-Joa, William Gibberson; Dir by Peter Godfrey(FILM)
Arthur Murray Party (Kathryn Murray)	DuM lOpm	Janis Paige, The Szonys (D), Herbert & Saxon (C)
The Web	The state of the s	Stranger In The Park - (0) by Thomas Walsh, (A) by Kelley Roos; with John Connell, Bill Zuckert, the Alexander, Jamie Smith, Richard Seff, Christan Udvardy, Martin Brandt; (SD)
		MONDAY JANUARY 5
Hollywood Screen Test (Neil Hamilton)	ABC 7:30	Blood Money - with Veronica Lake, Martin Balsam, James Bender; (SW & SD)
Lux Video Theater	CBS 8pm	Two For Tea - (0) by James Truex; with Brian Aherne, Margaret Phillips, Cyril Ritchard, Rex cla Roache, Phillipa Bevans, Nancy Marchand
Voice Of Firestone (Howard Barlow)	NBC 8:30	Rise Stevens (S)
H'wood Opening Night (Jimmie Fidler)	NBC 9pm	Legal Affair - (0) by Kitty Buhler & Russell Bender; with Franchot Tone, Nina Foch; (H'wood)
Red Buttons	CBS 9:30	regulars & Allen Walker, Remo Pisani, Marion Wakefield, Jean Carson, Sammy Birch
Robert Montgomery		Keep Your Head Up, Mr Putnam - (0) by Peter Put- nam, (A) by Agnes Eckhardt; with Robert Ster- Symington, Olive Blakeney, John Seymour, Lauren ry Sharp, Ralph Dunn, William Smithers, Barbara
Studio One	CBS 10pm san Hallaran, Kathleen Come Poe, Susan St	Black Rain - (0) by Georges Simenon, (A) by Gerald Savory; with Fay Bainter, Ray Brown, Su-Nan McFarland, Harry Townes, Fay Sappington, egys, Constance Moorehead, Sylvia Wald, Aileen teele, Alan Frank, Ben Yaffee, Joseph Leberman,
ROSS REPORTS	- V 1	Donald Keyes, Harry Pedersen, James Reese; (SD) - Page 8 - TALENT SHOWSHEET (more)

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MONDAY JANUARY 5 (Cont'd)

Dangerous Assignment (Brian Donlevy)		The Italian Movie Story - (0) by Robert S Ryf & Edmond E Kelso; with James Bush, Herb Butter-Curtright, Fritz Feld, Martin Garralaga, Harry er Leeds, Sidney Miller; (SD) (FILM)
		TUESDAY JANUARY 6
Texaco Star Theater (Milton Berle)	NBC 8pm	Margaret Truman (S), Johnny Johnston (S), Gene Lockhart
Crime Syndicated	CBS 9pm James Westerf (SD)	The Fugitive - (0) by Paul Monash; with Lisa Howard, Jack Warden, Terry Becker, Alan Devitt, ield, Irene Hubbard, Jan Leighton, S K Hershewe;
Fireside Theater (Frank Wisbar)		Let The Cards Decide - (0) by Louis L'Amour, (A) by Sam Rolfe; with Paula Raymond, Craig Stevens, abbs Greer, John Close, Lee Phelps, Hank Patterson William Hamel, Mary Carroll; (SD) (FILM)
Armstrong o Theater	NBC 9:30	The 38th President - (0) by Frank P De Felitta & Prentiss Moore; with Alan Bunce, Audrey Christox, Kirk Brown, John Farrell; (SD)
Suspense		Little Camorra - (0) by Edmund Morris; with Mary Sinclair, William Prince, Lili Darvas, Mar-, Leo Bayard, Alfred Fandwina, Mario Badolati, on, Marie Roussell; (SD)
Danger	CBS lOpm	Death In A Penthouse - (0) by Paul Monash; with John Newland, Marylyn Monk, Joey Walsh, Joe Roman, Doug Chandler; (SD)
Demi-Tasse Tales	WCBS 10:30 Ed Van Riper Telford (FIL	Bad Guy - (0) by Felix Jackson; with Lee Bowman, Barbara Lawrence, John Archer, Pierre Watkin, , James Fraser, Lonny Babin; Prod & Dir by Frank M, PREMIERE)
		WEDNESDAY JANUARY 7
A Date With Judy (Mary Linn Beller)	ABC 7:30	not available at press time
Cavalcade Of America	NBC 8:30 Colman, O Z (FILM)	The Arrow And The Bow - (0) by Frederick Jack- son; with Elena Verdugo, Sean McClory, Booth Whitehead, Frances Bavier; Dir by Arthur Ripley
Kraft TV Theater	James Gregor	The Fire Below & The Devil Above - (0) by Carey Wilber; with Thomas Coley, Richard Newton, e, Vaughn Taylor, William A Lee, Whit Bissell, y, Don Briggs, Dan Morgan, Dehl Berti, Tiger An-Cothren, Ed Fuller; (SD) by Maury Holland
Man Against Crime (Ralph Blllamy)	CBS 9:30 Rita Lynn, K	The Breaking Point - (0) by Hamilton Benz; with Basil Hound, Chester Stratton, Robin Craven, Cendall Scott, Malcolm Beggs; (SD) (FILM)
Rheingold Theater (Douglas Fairbanks,	Robert Adair	The Accused - (0) by John & Gwen Bagni; with Clifford Evans, Mary Laura Wood, Jean Lodge, John Warwick, Edwin Styles, Cyril Chamberlain, Joe Linnane; Dir by Lawrence Huntington (FLM, PRMR)
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TALENT SHOWSHEET (more)

ROSS REPORTS

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THURSDAY JANUARY 8

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T Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Priceless Package - (0) by Max Ehrlich; with Leni Stengel, Jim Boles, Boris Ap-Coffin, Wyley Hancock, Florence Anglin, Val Avery
Chance Of A Lifetime (Dennis James)	ABC 8:30	Don Cornell (S)
Ford Theater		It Happened In A Pawnshop - (0) by Robert Harari, (A) by Frederic Brady; with Eddie Bracken, Terry Subbard, Veda Ann Borg, Charles Halton, Ray Walker, d Quine (FILM)
Big Town (Pat McVey & Jane Nigh)	CBS 9:30	Night Club Shakedown - (0) by Erna Lazaras; with James Griffith, James Parnell, Pamela Dun- aff, Jack Wilson; (SD) by Charles Haas (FILM)
Foreign Intrigue (Jerome Thor)	Gilbert Robin	F I In Five Cigarettes - (0) by George & Gert- rude Fass; with Gregoire Aslan, Edmond Doris, , Pamela Wilder, Nicole Milinaire, Maurice Fran- Marcel Cravenne (FILM)
		FRIDAY JANUARY 9
Meet Betty Furness	CBS 10:45	Richard Rodgers (composer)
Schlitz Playhouse	CBS 9pm lis Avery, Ge by Roy Kellir	The Unopened Letter - (0) by Christanna Alexander; with John Newland, Gertrude Michael, Phyloraldine Wall, Adrienne Marden, Neil Gorman; Dir (FILM)
Big Story (Robert Sloane)		John Corkery, Aurora, Illinois Beacon News - (0) by Alvin Boretz; with Robert Dryden, Glen on, Eda Heinemann, Ralph Dunn, Jeffrey Bryant, g, Jonathan Marlowe; (SD)
MULTIPLE AND ACROSS-1	THE-BOARD SHOWS	FRIDAY JANUARY 2 THROUGH FRIDAY JANUARY 9
Breakfast With Music (Morey Amsterdam)	WNBT 9am	Francey Lane (S) returns as regular
Strike It Rich (Warren Hull)	CBS 11:30	F - Jodi Miller (S); M - Larry Chelsi (S); W (am) - Harry Hershfield
One Woman's Experience	WABD 11:30	M through F - The Terrace - (0) by S Posthorn; with Peggy Fenn; (SD)
One Man's Experience	WABD 11:45	M through F (through Jan 17) - The Ghost Of Ham- let - (0) by William Shakespeare, (A) by Jay Bennett; with Jack Manning; (SD)

Day (all S)

F - The Szonys (D), Tom Patricola (D), The Asia Boys (acro); M - The DeMarco Sisters (S); The Man In The Top Hat - (0) by John Roeburt; with Chester Morris Constance Ford; Tu - Hoctor & Byrd (D), Bobby Winters (juggler) W - Evalyn Tyner (M), Deep River Boys (S), Migal Brothers (D); Th - Cabot & Dresden (D); Al Martino (S); F - The Cabots (D), Jimmy Nelson (ventriloquist)

M through F - Ray Curra, Johnny Hartman, Nola

WPIX 2pm

NBC 4pm

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Short Short Drama (Ruth Woods)

NBC 7:15 Tu - The Countess - (0) by Peter Barry; with Vaughn Taylor, Lisa Ferraday, Lili Darvas, Theo Goetz, Harry Kadison, Philip Truex, Farrell Pelly, Douglas Gregory; Dir by Will Jason; Th - The Present - with June Dayton, Dennis Harrison, Edmon Ryan, Gerard Cobert (FILM)

Broadway TV Theater

WOR 7:30

Death Takes A Holiday - (0) by Alberto Casella, rewritten for American stage by Walter Ferris; with Nigel Green, Wendy Drew, Ernest Graves, Leona Powers, Ann Loring, Noel Leslie, Katherine Meskill; Staged by Gerald Savory; TV Dir - Robert Blum (Seen Mon through Fri)

Perry Como

CBS 7:45 W - Teresa Brewer (S)

SATURDAY JANUARY 10

All Star Revue (Tallulah Bankhead) NBC 8pm Milton Berle (C), Dennis King, Patsy Kelly (C), Phil Foster (C), Meredith Willson & Orch, Ron Fletcher & Dancers; Prod & Dir by Dee Engelbach; TV Dir - Ed Kahn; (SW) by Joe Stein, Danny & Doc Simon; Choral Dir - Ray Charles

SUNDAY JANUARY 11

Omnibus (Alistair Cooke) CBS 4:30 Courtship Scene from Henry V - (0) by William Shakespeare; with Viveca Lindfors, Brian Aherne; Old Time Aviation - Prod by Information Prod's Inc (FILM); Ravel's Bolero danced by Jose Greco & Company, as choreographed by La Argentina; Mr Lincoln, Part 4: New Salem - (0) by James Agee; with Royal Dano, Joanne Woodward, Henry Mehaffey, Jack Warden, James Agee; Dir by Norman Lloyd (FILM)

Toast Of The Town (Ed Sullivan)

CBS 8pm Robert Taylor, Eleanor Parker & film clips from

Above And Beyond; Scene from The Deep Blue Sea
(0) by Terence Rattigan; with Margaret Sullavan, Alan Webb,

James Hanley; Ogden Nash (author); Guy Mitchell (S)

Plainclothes Man (Ken Lynch)

Dum 9:30 <u>Hard-Hearted Frieda</u> - (0) by Warren Townsend; with regulars & Al Hopson, Robert Middleton, Lewis Charles, Logan Ramsey; (SD)

The Doctor (Warner Anderson)

NBC lOpm Medal Of Honor - (0) by Alfred Bester; with Wyrley Birch, Kathleen Comegys, Henry Jones, Jackie Scholle, Ted Newton, Eva Condon, Truman Smith; Dir by Robert Aldrich (FILM)

TALENT AVAILABILITIES

NEW YORK

BOSTON

PAUL BADURA-SKODA - Viennese pianist & recording artist in Town Hall debut, Jan 10 - AGT: Col Artists, CI 7-6900

NADINE CONNER - Met opera star - AGT:
Col Artists, CI 7-6900 (NY)

ZSA ZSA GABOR - AGT: Wm Morris, JU 6-5100

RICHARD GREENE & FAITH BROOK - leads in

Dial M For Murder - CONTCT: Mgr,

Wilbur Theater

GUY MITCHELL - singer - AGT: GAC, CI.7-7550

GRATH - appearing in Love Of 4

Colonels - CONTACT: Mgr, Colonial

ELEANOR PARKER & ROBERT TAYLOR - CONTACT:

MGM, JU 2-2000

SYLVIA STONE - 2nd lead - AGT: Barry Brooks, BR 9-1958

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TALENT AVAILABILITIES

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NETWORK AND LOCAL TV PROGRAMMING ANALYSES

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		Comm	Sus	Comm	Sus	Comm	Sus	Comm	Sus
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(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of January 4 - 10

CITY	STATION	Total Hrs Trans	Net Hrs Service	Live Hrs Loc Only	National Spots	Movie* Features
New York City	WJZ (A)	90 <u>분</u>	194	35 <u>분</u>	3/4	33
New York City	WCBS (C)	107불	59	1114		25
New York City	WABD (D)	96 1	32 3/4	20 1	3	24
New York City	WNBT (N)	1194	63 1	27 1 /2	2 1	19 3/4
Columbus, Ohio	WBNS-TV (C) $108\frac{1}{4}$	46 <u>1</u>	27	5 1	20
Omaha, Neb	KMTV-TV (A,C,D)	103½	48 1	24 1	1 1 /2	12

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Co; I - Independent, no net service; All - Served by all networks.

^{*} Movie features and shorts not originally made for TV, excluding news and sports-reels.

Cities of origin of network programs are listed once each month.

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JANUARY 11-17, 1953

VOLUME 5

NUMBER 2

EDITOR: Jerry Leichter ASSOC EDS: David B. Graham

Alvin Sullum

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Ross Reports

ON TELEVISION

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(11)

ABC - 1:30-2pm; NEW TIME; Junior Press Conference; from WFIL-TV(Philadelphia) to the net (except WJZ-TV, NY); Sustaining; Prod - Mrs. Ruth Geri Hagy; program is moderated by Mrs. Hagy, made debut October 19, Sun 11:30am-12noon; Senator James H. Duff is special guest this week with a panel of college and university newspaper editors. Seminar now Sunday 1-1:30pm.

NBC - 5:45-6pm; DEBUT; Window In Washington; from WNBW(Washington) to the net; Sustaining; Bill Henry is commentator of news and interview show; also uses films of the "city of the week."

Mon(12)

ABC - 10-10:30pm; NETWORK DEBUT; Why?; from WJZ-TV(NY)to the net; Sustaining; Pkgr-Prod - John Reed King & Bill Cullen; Dir - Roger Shope; King & Cullen MC new panel show (debuted on WJZ-TV Dec 29) with regular non-professional panelists including Frank Fox, chicken plucker; Clara Dechart, retired and Lillian 'Lydia' Bailey, turret lathe operator; if they miss answering questions, panelists must then give advice on problems sent in by listeners.

Thu(15)

ABC - 8-8:30pm; FORMAT CHANGE; The Greatest Man on Earth; from WJZ-TV(NY) to the net; Sustaining; Pkgr-Prod - Walt Framer; Dir - Bob Doyle; with this telecast, Vera Vague will be permanent mistress of ceremonies on audience participation show, with format changed to permit her to have direct contact, as quizmistress, with the male title seekers. Men compete in games each week, with the winner rated a "Crown Prince." Every sixth week, the five previous winners return for the playoff, with the winner collecting a new automobile and a trip to Switzerland for two. Ted Brown has been MC.

ALL NETS - 10:30-llpm; HIGHLIGHT; President Truman's "Informal Farewell Message to the Nation"; pool telecast from Washington, D.C. fed to all nets.

Fri(16)

CBS - 9-10pm; HIGHLIGHT; GM Motorama of 1953; from WCBS-TV(NY) to full available net (live); Sponsor - General Motors thru Kudner Agency; Prod - Dick Barstow; Dir - Bob Bleyer; Arthur Godfrey will MC special preview of show from the Grand Ballroom of the Waldorf-Astoria, and will describe highlights of "Motorythms of 1953," a live revue presented as part of the show; replaces Schlitz Playhouse of Stars and Our Miss Brooks this date only.

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Ross Reports on Television, service subscription rates (U. S., Canada, Mexico): \$110 per year (or \$30 quarterly, minimum one year subscription). Additional or multiple subscriptions at lower rates.

Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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THIS WEEK(Cont'd)

Sat (17)

CBS - 10-10:30pm; NEW TIME; Quiz Kids; from WBKB(Chi) to 22 sta & 23 kine; Sponsor - Cat's Paw Rubber Co (Heels & Soles) thru S. A. Levyne (Baltimore), alternate weeks; Pkgr - Louis G. Cowan; Prod - Rachel Stevenson; formerly seen Sunday 4-4:30pm.

LAST WEEK'S NETWORK CHANGES

ABC - ABC has now completed schedule title changes and integration into its network schedule of a series of film packages (see Film Report, this issue). The program titles and date each was placed in network service follow:

Sunday, 6:30-6:45pm - Lash of the West (Jan 4), replaced Billy Daniels, Monday, 8:30-9pm - Dark Adventure (Jan 5), replaced The Hot Seat, 9-9:30pm - Little Theater (Jan 5), was Wed 7:30-8pm,

9:30-10pm- The Turning Point,

Wednesday, 8-8:30pm-Twentieth Century Tales (Jan 7),

8:30-9pm - The Hour Glass (Dec 31), 9-9:30pm - Double Exposure (Dec 31),

Friday, 9-9:30pm - Appointment With Love (Jan 3)

9:30-10pm- Conquerer's Isle (Jan 2 & 9 only, then moves)

CBS - Meet Me At The Zoo; DEBUT Jan 10; Sat 1-1:30pm; from WCAU-TV(Philadelphia) to the net; Presented in cooperation with the Philadelphia Zoological Society; Dir - Glen Bernard; Writer - Arnold Rabin; Annor - Jack Whittacker; Freeman Shelly, Director of the Philadelphia Zoological Garden, will host program which will have curators of various divisions taking three youngsters to visit and "interview" the animals; program will be supplemented by films showing animals in their native habitats.

NETWORK SPONSOR ACTIVITY

SWEETS COMPANY OF AMERICAN (Tootsie Rolls & other products) thru Moselle & Eisen expands its sponsorship of Tootsie Hippodrome (ABC-TV Sun 12:15-12:30pm) to a halfhour, 12n-12:30pm, beginning February 1.

INTERNATIONAL SHOE CO(Red Gooes Shoes) thru D'Arcy Advertising, has renewed sponsorship of Kids and Company (DuM Sat 11:30am-12n), effective February 7 for 13 weeks.

GENERAL ELECTRIC thru Maxon has purchased an unproduced film series from MCA's Revue Productions, Meet Mr. McNutley, which will star Ray Milland.

TIDEWATER ASSOCIATED OIL(Tydol & Veedol), thru Lennen & Newell, has renewed sponsorship of Broadway to Hollywood (DuM Thu 8:30-9pm) effective January 22, for 13 weeks. This marks the 11th such renewal by the sponsor.

LOCAL STATION ACTIVITY

WCBS-TV(Ch 2)- Invitation Playhouse; DEBUT Jan 11; Sun 2:30-2:45pm; (ON FILM); New York Prod - Renee Williams, Hwood; Dir - William Asher; Writers - William Asher, Robert Hill, Joel Judge and Dwight A. Hauser; new series of quarter-hour dramatic vignettes filmed especially for television, was scheduled to debut December 6, 1952; first film is "Thieves' Honor", by Asher and Judge, with Baynes Barron, Lynne Millan, Paul Pryar and Lucien Prival.

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LOCAL STATION ACTIVITY(Cont'd)

- WCBS-TV(Ch 2)- Lilli Palmer Show; RETURN Jan 11; Sun 2:45-3pm; (ON FILM); Sponsor New York Conti Products Corp thru Bermingham, Castleman & Pierce; Prod-Dir Charles Kebbe; Miss Palmer employs same format as that of her original series: sometimes reciting poetry, or telling anecdotes, and talking with or about interesting guests.
- WNBT(Ch4)

 Dick Tracy; NEW STATION Jan 17; Sat 6-6:30pm; (ON FILM); Sponsor Chunky Chocolate thru Peck Advertising; Film Prod Snader Productions, Hollywood; program had been seen on WABD (Ch5) through January 3;; Ralph Byrd stars in title role of films made prior to his death.

My Favorite Story; DEBUT Jan 11; Sun 10:30-11pm; (ON FILM); Sponsor - F. & M. Schaefer Brewing Co thru BBD&O; Pkgr-Prod - Ziv Productions, Ewood; Adolph Menjou will act as host, narrator and occasionally will star in new dramatic series.

- WAAM(Ch 13) A Visit With Reginald Stewart; DEBUT Jan 13; Tue 7:15-7:30pm; Sustaining; Dr. Reginald Stewart, director of Baltimore's Peabody Conservatory of Music, will comment on fine music and composers, supplementing his comments with anecdotes, analysis and performance on the Steinway.
- WGN-TV(Ch 9) College Basketball; DEBUT Jan 12; Mon 8-9:45pm(approx); Sponsor Illinois Bell Telephone Company thru N. W. Ayer(Chi); Dir Don Cook & Dick Liesendahl; Vince Lloyd will do the play-by-play description, with Howard Dorsey voicing the "color" commentary for seven Big Ten basketball games to be seen through March 9.
- Academy Critics; HIGHLIGHT Jan 10 & 17; Sat 4:30-5pm; Sponsor Four Star Theater thru Emerald Agency; Prod Watson-Rand Productions; Dir Dave Hervey; Dick Rand MC's quiz program designed to tease the public into seeing the Bette Davis film, "The Star," at the Four Star Theater; panel of three from studio audience will be asked certain identifying questions after viewing a clip from the film; another two couples from the audience will vie in a simulated screen test by acting out a scene from the picture.
- WNHC-TV(Ch 6)New Haven

 TV Screen Test; RETURN Jen 8; Thu 7-7:30pm; Sustaining; Dir Dave
 Harris; MC Syd Brenner; talent showcase program will present a
 condensed version of Verdi's "La Traviata", a production of the Connecticut Experimental Theater under the direction of Maestro and Mrs.
 Francesco Riggio. See Note at bottom of this page.
- WPTZ(Ch 3)
 The Handyman & Television Kitchen; SPONSOR RENEWALS; The Handyman, sponsored by Gimbel's Department Store, Philadelphia, has been extended for another cycle; it is said to be the oldest, continuously sponsored nightime program in television. Television Kitchen, the first sponsored daytime show in TV, has been renewed for another year by the Philadelphia Electric Company. Both went on the air in 1947.

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The Elm City Broadcasting Corporation, owner of station WNHC-TV(New Haven), has received permission from the FCC to increase its visual power output from 18,000 to 316,000 watts and to telecast on Channel 8. The change is expected to be made in July, 1953.

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FILM REPORT

RAMAR OF THE JUNCLE SERIES TO BE SEEN AS FEATURE LENGTH FILM. Starring Jon Hall, the Arrow Productions' film will be released theatrically as "African Adventure". Hall is currently making another series for Arrow with India as the locale.

BERNARD SCHUBERT TO FILM THE FALCON, and is currently abroad planning for production of other TV properties. Ziv-TV will handle distribution on The Falcon series, which has had a long run on radio. Ziv handles another detective series, Boston Blackie, which they produce at the California Studios in Hollywood.

ABC-TV USING MCA PACKAGE ON 9 NETWORK PROGRAMS, having integrated the films into its schedule within the past two weeks. The major portion of the package was seen on Stars over Hollywood, and the package includes other Revue Productions films, there being 65 films in all. Each of the films is scheduled to be seen nine times in all.

<u>ក្រុមព្រះស្រាញស្រាស់ ស្រាស់ ស</u>

NEWS DIGEST

NEW YORK AREA NIELSEN RATINGS, for four weeks ending December 13, is based on a cross section of TV homes, non-telephone and telephone, in 21 counties within a 50-mile radius of New York City:

of

Program	Telecasts	% Homes	# Homes (000)
I Love Lucy	4	66.6	2,118
Talent Scouts	4	50.5	1,606
Godfrey & Friends (Liggett & Myers)	4	45.9	1,460
Colgate Comedy Hour	4	42.6	1,355
Texaco Star Theater	3	39.1	1,243
Strike It Rich	4	37.4	1,189
Dragnet	2	37.3	1,186
Godfrey & Friends (Toni)	2	36.9	1,173
Godfrey & Friends (Pillsbury)	2	36.7	1,167
Life With Luigi	4	36.0	1,145

NBC'S TELEVISION NETWORK DATA CHART FOR DECEMBER 1, 1952 lists a total of 20,439,400 sets installed in 67 markets, representing a gain of 688,200 sets since the November 1 report. The new total, second only to the period of December 1-31, 1950, when 725,200 sets were sold in one month, edges the October 1952 total of 626,300 installations out of second place.

NEW TV LINE INSTALLED BETWEEN CHICAGO & WEST COAST by the long lines division of the American Telephone & Telegraph Company, has been in operation since December 27. With the new installation, there are now two westbound and one eastbound transmission circuits available on a regular basis. At the same time, the Pacific Telephone & Telegraph Company added two additional channels for TV service between Los Angeles and San Francisco, one northbound and one southbound, making two fulltime in each direction.

NYU PUBLISHES STORY PRESENTED BY KUKLA, FRAN & OLLIE on NBC's American Inventory show early last year. The economics story, "A Penny Saved," was designed to show the value of savings, particularly to the nation's productivity. The booklet, published by the Institute of Economic Affairs of New York University, was adapted by Haig Babian, and is the latest in the "Popular Economics" series.

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NEWS DIGEST(Cont'd)

BATTEN, BARTON, DURSTINE & OSBORN LED IN TV AGENCY BILLINGS in 1952, according to a January 5 report by Broadcasting-Telecasting. The article, analyzing the 30 leading agencies in combined radio-television billings, was based on agency information and B-T estimates. Ross Reports re-lists below the top ten agencies in order of 1952 television billings only, compared with B-T's combined radio-TV list, and further compared with the rank of the agencies in 1951 in total billings, according to previously published lists from Advertising Age and official media records.

	TV Billi	nge 1952	Combined		19	51
Agency	(Million		Radio&TV	Rank	All Media	Rank
BBD&O	\$26.5	lst	\$40	lst	\$104.1	3rd
Young & Rubicam	24	2nd	36	2nd	114	2nd
Benton & Bowles	19.5	3rd	30	3rd	52.8	7th
Biow	19.5	3rd	30	3rd	42	9th
William Esty	18	5th	28	5th	35.2	13th
McCann-Erickson	16.3	6th	25	8th	81	5th
J. Walter Thompson	13.5	7th	27	6th	138	lst
Lennen & Newell	12	8th	15	llth	17.5	30th
Foote, Cone & Belding	10	9th	20	9th	69	6th
Leo Burnett	9	10th	18	lOth	28	20th
Ted Bates	9	10th	15	12th	28.7	19th
Kenyon & Eckhardt	9	10th	14.5	13th	39	12th

NEW YORK & ST. LOUIS STATIONS ANNOUNCE POWER BOOSTS. WOR-TV, New York, has quadrupled its effective radiated power and is now operating on eighty-eight kilo-watts by authority of the FCC. Later in the year, with new equipment installed, the station will increase its power to a maximum of 316 kilowatts. WPIX, New York, has received FCC approval to increase its power from twenty-one and seven-tenths kilowatts to a maximum of 100 kilowatts. KSD-TV, St. Louis, will boost its picture signal from 16 to 100 kilowatts when new equipment, recently ordered, is delivered and installed.

WBAL-TV, BALTIMORE, AIRING AT HOME INSTRUCTION during strike of manual laborers in the city's schools. The strike, affecting laborers who handle furance and janitor chores in 40 Baltimore schools, started January 1, and also affects other city services.

CBS-TV TO CONDUCT CLINIC FOR CLERGY ON USE OF FACILITIES, having scheduled the all-day television workshop for Thursday, January 29. The clinic will be part of a week-long communications workshop being conducted under the auspices of the Broadcasting and Film Commission of the National Council of Churches of Christ in America. Bill Workman, staff producer of CBS's Public Affairs Department, is in charge of arranging and coordinating the various demonstrations for the clinic. CBS personnel scheduled to participate include Isabel Redman, R.G. Thompson, E. Carlton Winckler, James Connors, Michael J. Foster, James C. Shattuck, Paul Wittlig, Richard Hopkins, Anthony Boschetti, H. Grant Theis, Gilbert DeStefano and Judd Whiting.

NEW STATION AFFILIATIONS: To ABC-TV: KPTV(Ch 27), Portland, Oregon, on the air since October 12; KKTV(Ch 11), Colorado Springs, Colorado, on the air December 7 and WWLP(Ch 61), expected to begin operations January 20. The three new additions bring the total number of ABC-TV network affiliates to 76.

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PERSONNEL CHANGES

Edward Kletter has resigned as Director of Merchandising and Business Development for the DuMont Television Network to open his own advertising agency. Norman Livingston, head of radio-TV for Serutan, will be vice president.....Lewis L. Strauss, Consultant and Financial Adviser to the Messrs. Rockefeller, has been elected a Director of RCA and NBC, filling the vacancy created by the resignation of Niles Trammell last December.....Eugene Katz, executive vice president of the Katz Agency, Inc., national advertising representative firm, was elected president of the company, succeeding his father, G. R. Katz, who was named chairman of the board..... Carleton D. Emith, Vice President and Director of NBC's Owned and Operated Station Operations Department, has taken over management of WNBW(TV) and WRC(AM), Washington, D.C. for the network.....Robert R. Hiestand, Jr., formerly Night Supervisor, has been appointed Director of Production for KTTV, Los Angeles.

Bob Schultz has resigned from Frank Cooper Associates, New York independent radio-TV package firm, to become a partner in Jay Garon-Brooke Associates, where he will develop new radio and TV packages based on the firm's literary properties Clay Yurdin, former NBC-TV director in New York, has joined the ABC-TV Hollywood studios in a similar capacity...... Edward R. McNeilly, formerly with Television Productions Co., Los Angeles, has been named radio-TV production director of the Los Angeles office of the Caples Company......Keith S. Byerly has been appointed manager of the Atlanta office of the Katz Agency, radio & TV station representatives. He was formerly general sales manager for WBT & WBTV, Charlotte......Dan Welch, Toni Co. account executive with Foote, Cone & Belding, Chicago, joins Weiss & Geller, who took over a large portion of the Toni business January 1, in a similar capacity. Dick Sachse, assistant account executive, also makes the move Ralph M. Baruch, an account executive with WABD (DuMont's key station) for the past two years, has resigned to join the New York office of Consolidated Television Sales Yale Shafer, formerly with Neff-Rogow, has joined Frank B. Sawdon, Inc., where he will work on TV promotion for the Robert Hall clothing account J. Henry Boren has been appointed merchandising director of KSL and KSL-TV, Salt Lake City, Utah.

H. H. Holtshouser will manage CBS Television Spot Sales and CBS Television Film Sales in Memphis, and H. W. Maier, Jr. becomes manager of the Memphis office for CBS Radio Spot Sales, following the division of the Memphis office into separate operations......John Shipley, formerly with WTOP-TV, Washington, has been named chief engineer of WKNB & WKNB-TV, New Britain, Conn. Jack Fox, formerly with Pathe Film Laboratories, New York, joins the Connecticut station, scheduled to begin operations this month, as film director......Herb Bachman succeeds Frank Schiro as Director of Promotion at KPIX, San Francisco TV station affiliated with CBS-TV.

COMMERCIALS PRODUCTION

ALEXANDER FILM CO- 1 (8") completed for Budweiser Beer thru Tracy-Locke Co(Dallas) Colorado Springs for Program Spot use; LA with LS.

1 (20") completed for Continental Air Lines thru Galen E. Broyles Agcy (Denver) for Spot use; SA.

12 (20") completed for Stark, Wetzel & Co (Meats) thru Baker, Johnson & Dickinson (Milwaukee) for Program use; LA & FA.

5 (60") completed for Frigidaire thru Foote, Cone & Belding(Chi) for Program & Spot; LA.

3 (60") & 2 (20") completed for Nash Motors thru Geyer Advertising LA.

CODE: LA - Live Action; FA - Full Anima; SA - Semi Anima; SE - Special Effect; OP - Optical; LS - Lip Synch; VO - Voice Over; DR - Direct Recording.

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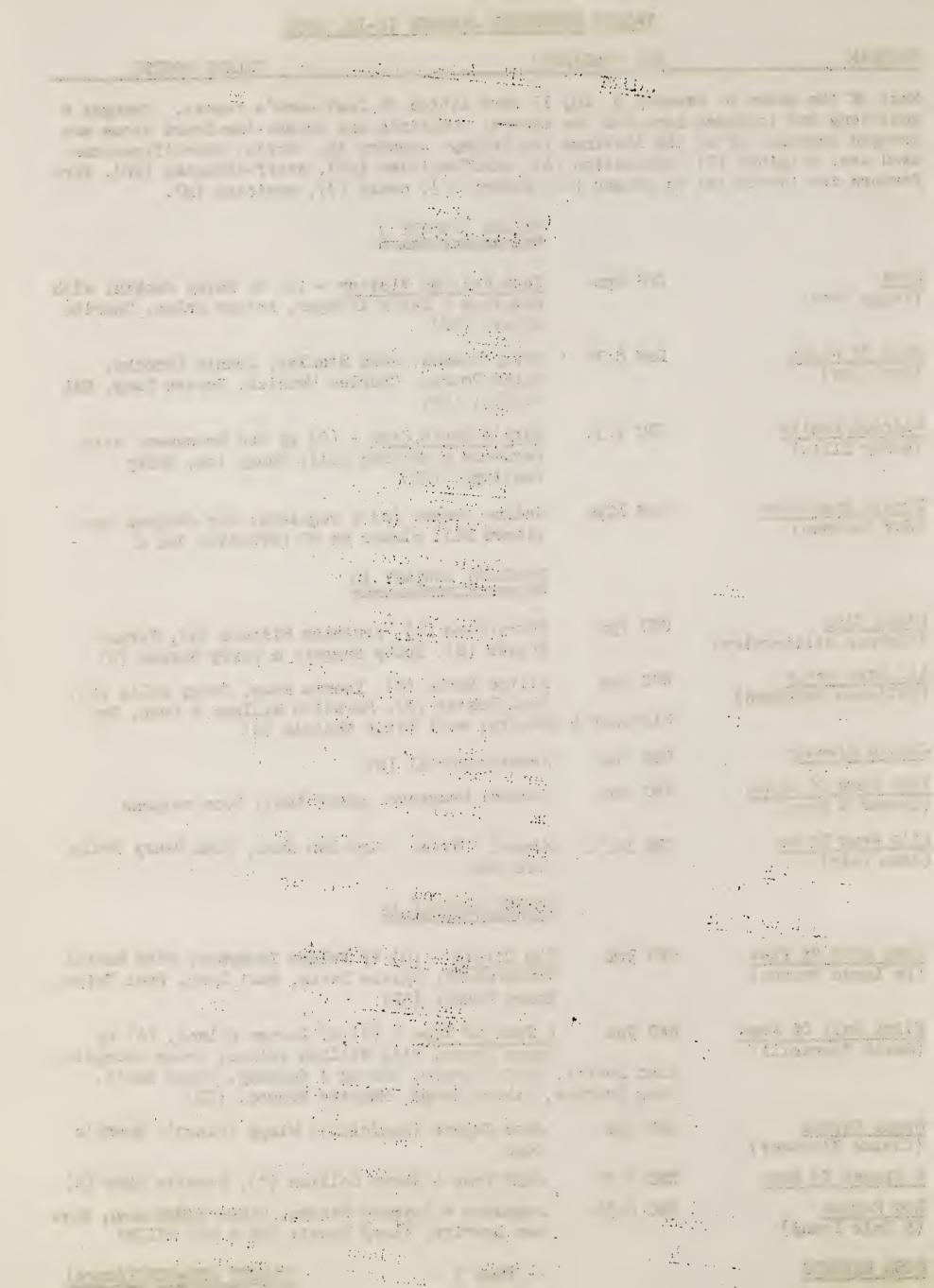
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ROSS REPORTS

Most of the shows on January 9, 10, 11 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, January 16. Script identifications used are: original (0), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

		FRIDAY JANUARY 9
Mama (Peggy Wood)	CBS 8pm	Papa And The Visitor - (0) by Harry Junkin; with regulars & Berry Kroeger, Arthur Walsh, Charita Bauer; (SD)
Dark Of Night (Carl Low)	DuM 8:30	Harry Townes, John Stanley, Connie Lembcke, Allen Nourse, Charles Mendick, Doreen Lang, Hal Riddle; (SD)
Aldrich Family (Bobby Ellis)	NBC 9:30	Mary's Movie Star - (0) by Bud Grossman; with regulars & Milfred Hull, Nancy lee, Bobby Hastings; (SD)
Twenty Questions (Jay Jackson)	DuM 10pm	Nadine Conner (S) & regulars; Jay Jackson replaced Bill Slater as MC effective Jan 2
		SATURDAY JANUARY 10
Stork Club (Sherman Billingsley)	CBS 7pm	Perry Como (S), Fontanne Sisters (S), Teresa Brewer (S), Bobby Haggart & Terry Snyder (M)
All Star Revue (Tallulah Bankhead)	NBC 8pm Fletcher &	Milton Berle (C), Dennis King, Patsy Kelly (C), Phil Foster (C), Meredith Willson & Orch, Ron Dancers; add: Billy Daniels (S)
Jackie Gleason	CBS 8pm	Robert Merrill (S)
Your Show Of Shows (Caesar & Coca)	NBC 9pm	Michael Redgrave, guest host; Coca returns
It's News To Me (John Daly)	CBS 10:30	Edmond O'Brien, Olga San Juan, John Henry Faulk, Anna Lee
		SUNDAY JANUARY 11
Lamp Unto My Feet (Dr Lyman Bryson)	CBS 3pm	The Circle - (0) by Palmer Thompson; with Anatol Winogradoff, Sylvia Davis, Mari Lynn, Paul Tripp, Henry Velez; (SD)
Hllmk Hall Of Fame	NBC 5pm	A Span Of Time - (0) by George Wyland, (A) by
(Sarah Churchill)		James Truex; with William Prince, Irene Champlin, t, Edwin Cooper, Harold J Kennedy, Frank Marth, rs, Albert Bergh, Maurice Manson; (SD)
Super Circus (Claude Kirchner)	ABC 5pm	Jack Gwynne (magician), Wimpy (clown), Henry's Dogs
A Chance To Show	MBC 5:30	Jeff Dane & Jerry Collins (C), Rosette Shaw (S)
Roy Rogers (& Dale Evans)	NBC 6:30	regulars & Raymond Hatton, Chuck Robertson, Norman Leavitt, Terry Frost; (SW & SD) (FILM)

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SUNDAY JANUARY 11 (Cont'd)

Opera Cameos	WPIX 7:30	Scenes from Madam Butterfly by Puccini with Diana Moncado, Jon Crain, Lucielle Browning (S)
This Is Show Business (Clifton Fadiman)	CBS 7:30	add regular panelist: Steve Allen; guest panelist: Jacqueline Susann; guest performers: Ray Middleton (S), Artie Dann, Ving Merlin (M)
Mr Peepers (Wally Cox)	NBC 7:30	regulars & Mike Kellin, Florence Sundstrom; (SW by Jim Fritzell & Robert Alan Aurthur; SD)
Toast Of The Town (Ed Sullivan)	Webb, James	Robert Taylor, Eleanor Parker & film clips from Above And Beyond; Scene from The Deep Blue Sea erence Rattigan; with Margaret Sullavan, Alan Hanley; Ogden Nash (author); Guy Mitchell (S); emer (C-S); Warren, Latonia & Sparks (acro)
Colgate Comedy Hour (Abbott & Costello)	NBC 8pm	Victor Borge (M), Gisele MacKenzie (S), Allan Jones (S); (SD) by Ed Sobol; Al Goodman Orch(HD)
Philco TV Playhouse	NBC 9pm Jackson, Market Dong	Pride's Way - (0) by William Kendall Clarke; with Shepperd Strudwick, Stella Andrew, Anne alcolm Keen, Wesley Addy, Don Fellows; (SD) by mehue
Rocky King (Roscoe Kerns & Earl Hammond)	DuM 9pm	The Grapevine - (0) by E M Davis; with Jack Davis, Tom Gorman, Harry Gresham, Michael Keene, Remi Pisano; (SD)
The Web	CBS 10pm Germain, J by Herb Hi	The Beast - (0) by A J Russell; with Ed Binns, Ben Cooper, Dick Webb, Dodie Heath, Stuart ohn Boyd, Alexander Lockwood, Stephen Ellis; (SD) rschman
Arthur Murray Party (Kathryn Murray)	DuM lOpm	Joey Adams (C), Al Kelly (C), Kitty Kallen (S) Anthony, Allyn & Hodges (D), Ejnar Hansen (M) MONDAY JANUARY 12
Hollywood Screen Test (Neil Hamilton)	ABC 7:30	Maria Tallchief (D), Gordon Mills, Richard Sanders; (SW & SD)
Lux Video Theater		Thanks For A Lovely Evening - (0) by Leonard T Holton; with Veronica Lake, Jeffrey Lynn, Art t Hosley, Jack Diamond, Marcel Hillaire, Kip SD) by Richard Goode
Paul Winchell & Jerry Mahoney	NBC 8pm	Nina Varela & regulars
Talent Scouts (Arthur Godfrey)	CBS 8:30	The Log-Jammers (M), Nan Houston (S), Jack Drummond (S)
Voice Of Firestone (Howard Barlow)	NBC 8:30	Eugene Conley (S)
H'wood Cpening Night (Jimmie Fidler)	NBC 9pm	Living Image - (0) by George Lefferts; with Paul Douglas; (SD) (FROM HOLLYWOOD)
Red Buttons	CBS 9:30	regulars & Mary Small (S), Don De Leo, Ralph Stantley, Madeleine Lee, Patsy Perrone, Joe
ROSS REPORTS		- Page 8 - TALENT SHOWSHEET (more)

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MONDAY JANUARY 12 (Cont'd)

Tunick; with Eddie Albert, Douglast Wood, Marian Seldes, Frederick Worlock, J. Waustin, Murray Mathson, Henry Barnard, Carl Frank, Ian Martin, Jacques Aubuchon, Leslie Barrie, Barry Ross, Frank H Wilson, Emory Richardson, Rudulph Justice Watson, Herry M Cooke, Dennis Cross, Will Hussung, Bruce Drury, Charles Rae King, George Forrest, Dearon Darney, Henry Curvey, Culen Desmond, Pete Gunery; (SD) by Paul Nick-ell (REFEAT OF SCRIFT DONE 1/22/51) Who Said That; (Walter Kiernan) Dangerous Assignment (Brian Donlevy) WINET 10:30 Robert Alda, Merrian Smith, Janis Carter, Frank Comniff (NET EXCEPT WHET) Frank Comniff (NET EXCEPT WHET) WINET 10:30 The Sunflower Seed Story - (0) by Robert S Ryf & Al Ward, Jr; with Edgar Barrier, Herb Enter-field, Ed Colman, Juan Duvaul, Steve Geray, Frank Lackteen, Dona Martell, Steve Pendleton, David Wolfe; (SD) (FILM) TUESDAY JANNARY 13 TUESDAY JANNARY 13 TUESDAY JANNARY 14 TUESD	Robert Montgomery	Rudley, Ernest H Harris, Hard	O'Brien, Patricia Benoit, Dorothy Hart, Herbert Graves, Beverly Whitney, Donald McKee, Robert old J Stone, Billy M Greene, Bettina Thayer,
Walter Kiernan Dengerous Assignment (Brian Donlevy) WINET 10:30 The Sunflower Seed Story - (0) by Robert S Ryf & AI Werd, Jr; with Edgar Barrier, Herb Butter-field, Ed Colman, Juan Duvaul, Steve Geray, Frank Lackteen, Dona Martell, Steve Pendleton, David Wolfe; (SD) (FILM)	Studio One	Seldes, Freder Barnard, Carl rie, Barry Ro Justice Watson Bruce Drury, Henry Gurvey,	Tunick; with Eddie Albert, Douglas Wood, Marian rick Worlock, J W Austin, Murray Matheson, Henry Frank, Ian Martin, Jacques Aubuchon, Leslie Barss, Frank H Wilson, Emory Richardson, Rudulph n, Harry M Cooke, Dennis Cross, Will Hussung, Charles Rae King, George Forrest, Dearon Darnay, Cullen Desmond, Pete Gumeny; (SD) by Paul Nick-
(Brian Donlevy) E Al Ward, Jr; with Edgar Barrier, Herb Butterfield, Ed Colman, Juan Duvaul, Steve Geray, Frank Lackteen, Dona Martell, Steve Pendleton, David Wolfe; (SD) (FILM) TUESDAY JANUARY 13 INTERPRETAMENTAL PROPERTY IN THE PROPER	wagestern and the second of th	NBC 10:30	
Beulah (Louise Beavers) Texaco Star Theater (Milton Berle) City Hospital (Melville Ruick) Fireside Theater (Frank Wisbar) Eldredge, Art Millan, Otto Reichow, Mary Carroll, Virginia Mullen; (SD) (FILM) Suspense CBS 9:30 Armstrong o Theater (DBC 9:30 Danger CBS 10pm A Shawl For Sylvia - (0) by Kate Nickerson; with Carmen Mathews, Philip Bourneuf, Bobby Santon, Pauline Halm, Vic Rendine; (SD) Jeweler's Showcase A Date With Judy A Date With Judy ABC 7:30 Regulars & Stuffy Singer, Ernie Whitman (FILM) regulars & Dolores Gray (S), Ronald Reagan regulars & Bolore Film Mason Adams, Olive Deering, Web Nesson, Replay (S) Rendelpry Fature - (0) by Stuart Jercme; with Eve Miller, Phil Terry, Hal Taggert, John Sun, Philip Bourneuf, Bobby Santon, Pauline Halm, Vic Rendine; (SD) WEDNESDAY JANUARY 14 hummanmammammammammammammammammammammammam		field, Ed Col	& Al Ward, Jr; with Edgar Barrier, Herb Butter- man, Juan Duvaul, Steve Geray, Frank Lackteen,
Texaco Star Theater (Milton Berle) City Hospital (Melville Ruick) Fireside Theater (Frank Wisbar) CBS 9pm			
City Hospital (Melville Ruick) CBS 9pm Cold Comfort - with Mason Adams, Olive Deering, Melba Rae; (SW & SD) Fireside Theater (Frank Wisbar) Eldredge, Art Millan, Otto Reichow, Mary Carroll, Virginia Mullen; (SD) (FILM) Suspense CBS 9:30 Mr Metches - (0) by Alvin Sapinsley; with Warren Stevens, Henry Jones, Eleanor Wilson, Bert Thorn, Archie Smith, Donald Harris, Arthur Marlowe; (SD) Armstrong o Theater Danger CBS 10pm A Shavl For Sylvia - (0) by Kate Nickerson; with Carmen Mathews, Philip Bourneuf, Bobby Santon, Pauline Hahn, Vic Rendina; (SD) Jeweler's Showcase WOBS 10:30 Rocking Horse - with Jimmy Lydon, Gladys George, Harry Tyler, Douglas Henderson, Toni Gerry; (FILM) WEDNESDAY JANUARY 14 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm		ABC 7:30	regulars & Stuffy Singer, Ernie Whitman (FILM)
Melba Rae; (SW & SD) Fireside Theater (Frank Wisbar) NBC 9pm Many Happy Returns - (0) by Stuart Jercme; with Eve Miller, Phil Terry, Hal Taggert, John Eldredge, Art Millan, Otto Reichow, Mary Carroll, Virginia Mullen; (SD) (FILM) Suspense CBS 9:30 Mr Metches - (0) by Alvin Sapinsley; with Warren Stevens, Henry Jones, Eleanor Wilson, Bert Thorn, Archie Smith, Donald Harris, Arthur Marlowe; (SD)		NBC 8pm	regulars & Dolores Gray (S), Ronald Reagan
Eve Miller, Phil Terry, Hal Taggert, John Eldredge, Art Millan, Otto Reichow, Mary Carroll, Virginia Mullen; (SD) (FILM) Suspense CBS 9:30 Mr Matches - (0) by Alvin Sapinsley; with War- ren Stevens, Henry Jones, Eleanor Wilson, Bert Thorn, Archie Smith, Donald Harris, Arthur Marlowe; (SD) Armstrong o Theater NBC 9:30 Ski Story - (0) by Ann Barley; with Nina Foch, Robert Shackleton, Bartlett Robinson, Edna Preston; (SD) Danger CBS 10pm A Shawl For Sylvia - (0) by Kate Nickerson; with Carmen Mathews, Philip Bourneuf, Bobby Santon, Pauline Hahn, Vic Rendina; (SD) Jeweler's Showcase WCBS 10:30 Rocking Horse - with Jimmy Lydon, Gladys George, Harry Tyler, Douglas Henderson, Toni Gerry; (FILM) WEDNESDAY JANUARY 14 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm		CBS 9pm	
Thorn, Archie Smith, Donald Harris, Arthur Marlowe; (SD) Armstrong o Theater NBC 9:30 Ski Story - (0) by Ann Barley; with Nina Foch, Robert Shackleton, Bartlett Robinson, Edna Preston; (SD) Danger CBS 10pm A Shawl For Sylvia - (0) by Kate Nickerson; with Carmen Mathews, Philip Bourneuf, Bobby Santon, Pauline Hahn, Vic Rendina; (SD) Jeweler's Showcase WCBS 10:30 Rocking Horse - with Jimmy Lydon, Gladys George, Harry Tyler, Douglas Henderson, Toni Gerry; (FILM) WEDNESDAY JANUARY 14 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm		Eldredge, Art	Eve Miller, Phil Terry, Hal Taggert, John Millan, Otto Reichow, Mary Carroll, Virginia
Robert Shackleton, Bartlett Robinson, Edna Preston; (SD) Danger CBS 10pm A Shawl For Sylvia - (0) by Kate Nickerson; with Carmen Mathews, Philip Bourneuf, Bobby Santon, Pauline Hahn, Vic Rendina; (SD) Jeweler's Showcase WCBS 10:30 Rocking Horse - with Jimmy Lydon, Gladys George, Harry Tyler, Douglas Henderson, Toni Gerry; (FILM) WEDNESDAY JANUARY 14 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm	Suspense		ren Stevens, Henry Jones, Eleanor Wilson, Bert
With Carmen Mathews, Philip Bourneuf, Bobby Santon, Pauline Hahn, Vic Rendina; (SD) Jeweler's Showcase WCBS 10:30 Rocking Horse - with Jimmy Lydon, Gladys George, Harry Tyler, Douglas Henderson, Toni Gerry; (FILM) WEDNESDAY JANUARY 14 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm	Armstrong o Theater	NBC 9:30	Robert Shackleton, Bartlett Robinson, Edna
Jeweler's Showcase WCBS 10:30 Rocking Horse - with Jimmy Lydon, Gladys George, Harry Tyler, Douglas Henderson, Toni Gerry; (FILM) WEDNESDAY JANUARY 14 mmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmmm	Danger		with Carmen Mathews, Philip Bourneuf, Bobby
	Jeweler's Showcase		Rocking Horse - with Jimmy Lydon, Gladys George, Harry Tyler, Douglas Henderson, Toni Gerry; (FILM) WEDNESDAY JANUARY 14
(Mary Linn Beller) Natalie Trundy; (SD & SW)	A Date With Judy (Mary Linn Beller)	ABC 7:30	Randolph In Love - with regulars & Roy Johnson, Natalie Trundy; (SD & SW)

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TALENT SHOWSHEET (more)

ROSS REPORTS

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WEDNESDAY JANUARY 14 (Cont'd)

Kraft TV Theater One Bright Day - (0) by Sigmund Miller, (A) by NBC 9pm R Howard Lindsay; with Lauren Gilbert, John Newland, Pat Ferris, John Stephen, James Coots, Raymond Van Sickle, Alan Shayne, Kirk Brown, Brandon Peters, John Shellie, Sylvia Weld, Rod Steiger, Louise Larabee; (SD) Man Against Crime CBS 9:30 (O) by Vincent Bogart; with Jacques Aubuchon, Ralph Hertz, Shirley Standlee, Michael Keene, Tom McElhaney, Michael Fallon, Jack Warden; (SD) (FILM) Douglas Fairbanks Emerald Green - (0) by Paul Vincent Carroll; WNBT 10:30 with Tommy Duggan, Sean Barrett, Fred Johnson, Bernadette O'Farrell, Liam Redmond; Dir by Lawrence Huntington (FILM) THURSDAY JANUARY 15 NBC 8:30 The Case Of The Gilded Cage - (0) by Robert T Men In Action Sloane; with Matt Crowley, Jean Carson, Donald (Walter Greaza) Buka, Harry Worth, P J Kelly, Vincent Van Lynn, Ed Cullen; (SD) CBS 8:30 Man On A Train - (0) by John & Gwen Bagni; with Singer 4* Playhouse David Niven, Alan Napier, Lowell Gilmore, Walter Kingsford, Rhys Williams, Reginald Sheffield, Jean Willis, Gordon Richards, Alex Frazer; Dir by Robert Florey (FILM) Ford Theater NBC 9:30 This Is My Heart - (0) by Lenore Coffee, (A) by Louella MacFarlane; with Ruth Hussey, Mark Stevens, Lowell Gilmore, Melody O'Connor, Ann Doran, Frances Morris, Eddy Waller; Dir by Robert Stevenson (FILM) Martin Kane Jane Seymour, Elizabeth Watts, Brook Byron, Wal-NBC 10pm (Lee Tracy) ter Brooke, Richard Webb, Humphrey Davis; (SW&SD) Foreign Intrigue WNBT 10:30 Pre-empted by presidential address (Jerome Thor) FRIDAY JANUARY 16 Meet Betty Furness CBS 10:45am Maria Riva Rebound DuM 8:30 Not available at press time

Big Story (Robert Sloane)

NBC 9pm

Albert James, Pontiac (Mich) Daily Press - (0)
by Max Ehrlich; with Tom Coley, Ann Summers,

Jimmy Brown, Carl Don, Ted Erwin, Mary Boyd Thurston, Leonard Barry, Philip Truex; (SD)

Schlitz Playhouse

CBS 9pm The Last Kiss - (0) by F Scott Fitzgerald, (A) by Irving Gaynor Neiman; with John Ireland, Sally Cassell, Peg Hillias, Dayton Lummis, Richard Garrick, Gil Herman, Suzanne Alexander, James Kirkwood; (SD) by Ted Post (FILM)

Tales Of Tomorrow

ABC 9:30 Discovered Heart - (0) by David Durston; with Susan Hallaran, Jim Boles, Alfreda Wallace, Frank Milan, Bob Patten, William Lee; (SD)

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TALENT SHOWSHEET (more)

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MULTIPLE AND ACROSS-	e el col col col col col col col col col co	tierigeen intestratigitenten erfrei in effent.		
Kovacs Unlimited	WCBS 8:30am	M thru F - Don Adams (S) effe	 s (S) replaced	Edith

One Woman's Experience WABD 11:30 Not available at press time

CBS 11:30

One Man's Experience WABD 11:45

The Ghost Of Hemlet (Part 2) - (0) by William Shakespeare, (A) by Jay Bennett; with Jack Menning; (SD)

F - Nancy Walker (C)

M - Caleb Hammond (map maker); W (am) - Gabriel

Pascal (producer); W (9pm) - Guy Lombardo (M);

Garry Moore CBS 1:30 M - Mickey Ross & Bernie West (C)

Ted Steele WPIX 2pm M thru F -

Strike It Rich

(Warren Hull)

M - Sinclair & Spaulding (D), Elaine Malbin & William Ovis (S), Francis Brunn (juggler); Tu - The DeMarco Sisters (S), Andre Eglevsky & Melissa Hayden (D); W - Earl Barton & His Memphis Five (M), Marshall Izen (puppeteer & M); Th - Jesse, James & Cornell (D), The Hound Of Heaven - (O) by Earl Hamner with John Carradine; Fri - Anthony, Allyn & Hodges (D), Cy Coleman Trio (M)

Sense And Nonsense WNBT 6pm M thru F - Bob Kennedy replaced Ralph Paul as MC effective Jan 5

Short. Short Drama
(Ruth Woods)

Tu - The Dowry - (0) by Douglas Book; with Theo
Goetz, Enid Pulver, Somer Alberg, Remo Pisani,
Sandra Ann Wigginton, Ann Seaton, Clem Fowler, E E Clive, Jr,
Wyley Hancock; Dir by Will Jason; Th - The New Book - (0) by
Virginia Rooks; with Richard Bishop, Kathleen Comegys, Jonathan Harris; Dir by Dan Petrie (FILM)

Broadway TV Theater

WOR 7:30

M thru F - Adam And Eva - (0) by Guy Bolton & George Middleton; with Hugh Reilly, Katharine

Bard, Jay Jostyn, Anthony Kemble-Cooper, Mercer McLeod, Mary

Alice Moore, Chester Stratton, Herbert Patterson, Basil Howes;

Dir & Staged by Robert Blum

SATURDAY JANUARY 17

Jackie Gleason	CBS 8pm	Peggy Lee (S)
All Star Revue (Martha Raye)	NBC 8pm	Boris Karloff, Peter Lorre, Dir by Nat Hiken; (SW) by Hiken, Billy Friedberg, Al Singer; Orch Conducted by George Bassman
It's News To Me (John Daly)	CBS 10:30	John Henry Faulk, Anna Lee, Nina Foch, Quentin Reynolds

SUNDAY JANUARY 18

(Ed Sullivan)	CBS 8pm	Ed Wynn (C), Tony Martin (S), Joni James (S), Margaret Brown (D), Jackson, Mich Zouaves
Philco TV Playhouse	NBC 9pm	Two For One - (0) by Robert Alan Aurthur; with Cyril Ritchard, Valerie Cossart, Jack Warden,
Dogo perope	Murray Mathes	on, Naomi Riordan, Murray Hamilton; (SD) by Duff

- Page 11 - TALENT SHOWSHEET (more)

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TALENT AVAILABILITIES

NEW YORK

- DARVAS & JULIA dance team, opening at the Palace Jan 19 - AGT: William Morris, JU 6-5100
- BETTE DAVIS star of Two's Company PRESS: Sam Friedman, PL 7-4380
- RON FLETCHER dancer & choreographer AGT: Jane Deacy, MU 7-3365
- RONNY GRAHAM New Faces comic AGT:
 Jane Deacy
- DOREEN LANG AGT: Barry Brooks, BR 9-1958
- GEORGE LONDON Met opera bass AGT: Columbia Artists, CI 7-6900
- PATRICIA NEAL star of Children's Hour PRESS: Richard Maney, WI 7-6939
- GABRIEL PASCAL Shavian film producer CONTACT: Walter Wood, JU 6-5050
- ALICE PEARCE singing comedienne currently at Blue Angel - AGT: Barron Polan, PL 9-4727
- MOLLY PICON Yiddish comedienne AGT: William Morris
- CYRIL RITCHARD British actor & director recently of The Millionairess,
 AGT: Milton Goldman, MU 7-0606
- THE STEP BROTHERS dancers AGT: MCA, PL 9-7500
- MARGARET SULLAVAN now starring in The

 Deep Blue Sea FRESS: Ben Washer,
 PL 7-1874
- ANN THOMAS comedienne MU 8-6600
- PAUL VALENTINE featured in Wish You
 Were Here PL 5-0156
- PEGGY WOOD star of Mama TV show RE 7-8493
- MONTH WOOLLEY bearded film star AGT: William Morris
- JANE WYATT AGT: Peter Witt, PL 9-7966
- VERA ZORINA currently enacting Joan Of

 Arc in symphony concerts AGT:

 MCA

CHICAGO

- LES COMPAGNONS DE LA CHANSON French singing group, AGT: Grade, JU 6-4190 (NY)
- ALEX DRETER radio & TV favorite AGT:

 Jack Russell, ST 2-2818 (Chi)
- ART HERN (NATKO THE CLOWN) AGT: Jack
 Russell
- THE HONEY BROTHERS currently at the Palmer House AGT: MCA, PL 9-7500 (NY)
- POLYNA STCSKA opera & concert star AGT: Columbia Artists, CI 7-6900(NY)
- YMA SUMAC Peruvian singer currently at Edgewater Beach Hotel AGT: William Morris, JU 6-5100 (NY)
- DOROTHY WARENSKJOLD TV & concert singer AGT: Columbia Artists
- JOSH WHITE folk singer currently at the Black Orchid - ACT: Mary D Chase, LU 2-1700 (NY)

BALTIMORE

EDITH ATWATER) Currently appearing in
CATHARINE DOUCET) The Women at Hilltop Theatre-in-the-Round,
MAGDA GABOR) Sheraton-Belvedere
PAULA LAURENCE	Hotel - CONTACT: Don Swann, Jr, Hilltop
ESTHER RALSTON) Producer, at above
& daughter	ddress
JUDITH LLOYD)

LOS ANGELES

(All phone numbers are LA)

- DIANA LYNN AGT: Wynn Rocamora, CR 4-5 5431
- GEORGE MACREADY AGT: Famous Artists, CR 1-5222
- EZIO PINZA AGT: Paul Small, CR 1-5246
- MARTHA VICKERS AGT: Famous Artists
- JEAN WALLACE AGT: Artists Ltd, CR 6-7015

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NETWORK AND LOCAL TV PROGRAMMING ANALYSES

	Scheduled program transmission for the week of: January 11-17								
				Total Hour	cs Netwo	rk Servic	e		
		Comm	BC Sus	CBS Comm		Du		NBC	
4.					Sus	Comm	Sus	Comm	Sus
Time on-)	Live	1	1 *	6 2	4 3/4	1	my em	141	5
12 noon)	Film			<u>5</u>		400 ags	ago dan		5
12 noon-)	Live	1 3/4	1	17 3/4	2 3/4	3 3/4	7 1	151	2 3/1
6:00 pm)	Film		1/4		3 3/4			14	<u>1</u>
6:00 pm)	Live	41/2	8 <u>1</u> *	19 1	2 1	13 1	6 1	18 3/4	1/2
time off)	Film	2 1 /2	8월	41/2	*-	1		6 1	
TOTALS)	LIVE	7 1	10 1 *	43불	9 3/4	18	13 3/4	48 1	814
j	FILM	3	8 3/4	5	3 3/4	1	p= 40	7½	5월

^{*} Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of January 11 - 17

CITY	STATION	Total Hrs Trans	Net Hours Service	Live Hrs Loc Only	Nat'l Spots	Movie* Features
New York City	WJZ (A)	90	24 3/4	30	1 3/4	31
New York City	WCBS (C)	107분	62	114	12	25
New York City	WABD (D)	96 1	32 3/4	20 1 2	3	24
New York City	WNBT (N)	119 1	58 1	27 1 /2	2 2	19 3/4
New York City	WOR-TV (I)	79		42 3/4	<u>1</u> 4	31 3/4
Birmingham, Ala.	WAFM-TV(A,C)	111 <u>1</u>	67불	13	4	25

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

* Movie features and shorts not originally made for TV, excluding news and sports-reels.

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MONTHLY INDEX OF NETWORK TELEVISION PROGRAM CRIGINATION

During the week of January 11-18, the four major U. S. television networks are scheduled to transmit programs from the following cities, both live and film, with the total hours originating in each.

CITY	LIVE HCURS	FILM HCURS	TOTAL HOURS LIVE & FILM
New York	1221	13	1351
Los Angeles	11	8	19
Chicago	17	1	18
Philadelphia	4 <u>1</u>	2 3/4	7
Washington	61/4		$6\frac{1}{4}$
Cincinnati	5		5
St. Louis	3/4		3/4
Pittsburgh	<u>5</u>	an ===	<u>1</u>
Baltimore	<u>1</u>	600 ASP	1/2

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JANUARY 18-24, 1953

VOLUME 5

NUMBER 3

EDITOR: Jerry Leichter ASSOC EDS: David B. Graham

Alvin Sullum

Ross Reports

ON TELEVISION

PRODUCTION . PROGRAMMING . TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

THIS WEEK -- NETWORK DEBUTS, HIGHLIGHTS, CHANGES

Sun(18)

- CBS 12n-12:30pm; ADD TIME; In The Park; from WCAU-TV(Phila) to the net; Sustaining; Prod Charles Vanda; children's puppet show points up humorous parallels of animal and human life; was formerly seen 12-12:15pm; All Aboard, sponsored by The Lionel Corporation thru Buchanan, was seen in the 12:15-12:30pm slot for 13 weeks.
- CBS 4-4:30pm; HIGHLIGHT; Inauguration Preview; from WTOP-TV(Washington, D.C.) to the net; Sustaining; special program presents preview of network coverage; Allan Jackson, Bill Wood, Mike Wallace, Bill Downs and Peter Hackes will interview various people concerned with the Inauguration.
- NBC 5:45-6pm; ADD SPONSOR; Window in Washington; from WNBW(Washington, D.C.)
 to 12 sta; Sponsor Sunbeam Corp(Electrical Appliances) thru PerrinPaus(Chi); Prod Julian Goodman; Dir Robert Priaulx; Bill Henry
 "guides" the television audience on a tour through Washington, offering behindthe-scenes reports on the personalities of the new administration and on the
 places where important people in Washington go; program debuted January 11.

Mon(19)

- ABC 9:30-10pm; DEBUT; Talent Petrol; from WJZ-TV to 10 sta & 52 kine(approx); Sponsor U. S. Army and U. S. Air Force (alternate weeks) thru Dancer-Fitzgerald-Sample; Prod Dave Nyren, D-F-S; Dir Eddie Nugent ABC-TV; Steve Allen MC's new talent show featuring service talent chosen from both branches who will be brought to New York to appear on the telecasts; winners for each show will be selected by the studio audience; musical background will be provided on alternate weeks by the West Point dance band, and the Mitchell Field Air Force dance unit.
- CBS 3:30-4pm; HIGHLIGHT; Inauguration City; from WTOP-TV(Wash) to the net;
 Sustaining; special program emphasizes historical and civic significance of the Inauguration correlated to the Teacher's Guide to TV Viewing (see News Digest, this issue); special features are Eric Sevareid, at the White House, with Luther Evans of Library of Congress; Peter Hackes, at Treasury Building, with member of the Secret Service; Mike Wallace, at 4th & Constitution, with the Parade Marshal and elephants; Bill Downs at Inaugural Platform, with Mark Trice, due to replace Les Biffle as Secretary of the Senate and Allan Jackson, at Capitol Grounds.

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming, talent movements, commercial activity; annual industry directories; periodic reports on special aspects of television.

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THIS WEEK(Cont'd)

Tue (20)

- ABC 11:30am-4:30pm; HIGHLIGHT; Inauguration Day; from WMAL-TV(Washington) to 14 sta; Sponsor Willys-Overland Motors, Inc. (Aero Willys Cars, Universal Jeeps & Willys Station Wagons) thru Ewell & Thurber Assoc; (NOTE::The actual swearing-in ceremonies, and surrounding activities, will be sustaining on all networks); reporting will be Walter Winchell, John Daly, Elmer Davis, Erwin Canham, Martin Agronsky, Paul Harvey, Quincy Howe, Walter Kiernan, Austin Kiplinger, Bryson Rash, Ted Malone, Leo Cherne, Ruth Crane, John Edwards, Taylor Grant and others; llpm-12midnight Inaugural Ball; Sustaining; Bryson Rash will describe the event at the National Guard Armory.
- CBS 11:30am-4:30pm; HIGHLIGHT; Inauguration Day; from WTOP-TV(Washington) to 37 sta; Sponsor Packard Motor Car Co thru Maxon Inc; Prod Paul Levitan; Dir Don Hewitt; with Walter Cronkite serving as "anchor-man", others reporting for CBS' coverage include Edward R. Murrow, Eric Sevareid, Bill Wood, Ron Cochran, Bill Shadel, Peter Hackes, Bill Leonard & Mike Wallace. 11pm-12midnite; Inaugural Balls; Sponsored by Packard on 22 stations; will cover two Balls, one at the Washington National Armory and one at Georgetown University.
- DuM 10-llpm; HIGHLIGHT; Film Review of Inauguration; from WABD(NY) ON FILM to 18 sta; Sponsor American Oil Co (Amoco Motor Oil, Lubricants, etc) thru Joseph Katz Agency; following the filmed review of the day's activities, the sponsor will present a live showing of the Inaugural Ball, this to be seen on 3 stations only.
- NBC llam-4pm; HTGHLIGHT; Inauguration Day; from WNBW(Washington) to 58 sta; Sponsor General Motors thru Kudner; Dir William McAndrew; Dave Carroway, Frank Blair and Holly Wright will describe the crowds and parade; other reporters will be Stuart Finley, David Brinkley, Richard Harkness, Frank Bourgholtzer, Earl Godwin and Ray Henle. 11:15pm-12:15am Inauguration Balls; Sustaining; Ben Grauer will describe the festivities at both the Georgetown University and National Guard Armory Balls.

Sat (24)

- ABC 8-9pm; DEBUT; Texas Rasslin'; from WJZ-TV(ON FIIM) to the net; Sustaining; Prod Texas Rasslin' Films(Dallas); programs are made on 16mm films, in lengths of 50 to 54 minutes, including preliminaries and one main event, with a minimum of four falls in each show. The production firm acts as its own distributor.
- ABC 9-9:45pm(approx); DEBUT; Saturday Night Fights; from various sta to 29 sta; Sponsor Bayuk Cigar Co (Webster & Phillies cigars) thru Ellington & Co; Prod Burke Crotty, Ellington; Bill Stern will call the "blow-by blow" accounts of the weekly boxing bouts, featuring "name" contenders in various weight classes; Ray Arcel, Vice President of the New York Boxing Guild, will supply the bouts, the first of which features lightweight contender Paddy DeMarco vs. Johnny Gonsalves, originating from the Boston Arena.
- CBS 9-9:30pm; NEW TIME; This Is Show Business; from WCBS-TV(NY) to the net; Sustaining; Prod Irving Mansfield; panel program had been sponsored by American Tobacco Co(Lucky Strikes) thru BBD&O Sundays 7:30-8pm; George S. Kaufman returns as regular panelist this date. Quiz Kids, which moved to 10-10:30pm Saturday time slot on January 17, is seen alternate weeks only, alternating with Balance Your Budget which is sponsored by Sealy, Inc. (Sealy Posture-Pedric Mattresses) thru Olian Advtg(Chi).

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LAST WEEK'S NETWORK CHANGES

CBS - Mike & Buff, now seen Monday thru Friday 3:45-4pm; Life With Linkletter, now Monday thru Friday 2:30-3pm.

NEWLY ANNOUNCED NETWORK FUTURES

March 3 - Freedom Rings; CBS-TV Tue & Thu 2-2:30pm; from WCBS-TV(NY) to 40 sta; Sponsor - Westinghouse Electric thru Fuller & Smith & Ross; Pkgr-Prod - George F. Foley, Inc; show, sub-titled "Play House With Westinghouse", has a theme based upon everday incidents of the housewife, played as a situation comedy.

NETWORK SPONSOR ACTIVITY

REVLON PRODUCTS CORP thru William H. Weintraub, will sponsor the Tuesday telecasts of Jane Froman's U.S.A. Canteen (CBS-TV Tue & Thu 7:45-8pm), effective February 10.

THE WEST END BREWING CO (Utica Club Beer & Ale) thru Harry B. Cohen, has purchased the MCA-TV Abbott & Costello TV film series in four markets.

BYMART-TINTAIR CO thru Ruthrauff & Ryan, is negotiating for two segments weekly of There's One In Every Family (CBS-TV Mon thru Sat 11-11:30am) to begin in February for thirteen weeks.

HOWARD STORES CORP(Men's & Boys Clothes) has named Dowd, Redfield & Johnstone, NY, to handle radio & TV advertising for the company. Peck Advertising was the former agency.

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LOCAL STATION ACTIVITY

WABD(Ch 5)
New York

The Mono-Drama Theater; NEW TITLE & TIME Jan 26; Mon thru Fri 2:453pm & 11:15-11:30pm; Sustaining; Prod-Dir - Lawrence Menkin; two
serialized dramas were formerly seen as One Man's Experience and One
Woman's Experience; program changes each week, with the evening drama
being an entirely different story from that shown during the afternoon;

New Daytime & Evening Schedule: (Effective Jan 26); 12noon - Noonday Chapel; 12:15pm - Noon-time News with Ed Condit; 12:30pm - Take the Break; 1pm - Ladies Date; 1:30pm - Feature Theater; 2:45pm - Mono-Drama Theater; 3pm - Paul Dixon Show; 4pm - Food For Thought; 4:30pm-Kitchen Fare; 5pm - Serial Theater; 5:30pm - Cinema Theater; 6:30pm News; 6:45pm - Weather Girl; 6:50pm - Sports Varieties.

llpm - Garry Gray; ll:15pm - Mono-Drama Theater; ll:30pm - The Bill Silbert Show; l2m - Sign Off.

WPIX(Ch 11)
NY

- The Blanche Ravisse Show; DEBUT Jan 13; Tue, Thu & Fri 12:30-12:45pm; Sponsor - Maine Sardine Industry (Thu only) thru Brooke, Smith, French & Dorrance; Miss Ravisse, fashion stylist, stars in new fashion, cooking and home decorating format, designed to appeal to economy-minded housewives.

Cowboy G-Men; DEBUT Jan 18; Sun 5:30-6pm & Sat 5:30-6pm; ON FILM; Sponsor - Purity Bakers (Taystee Bread) thru Young & Rubicam; Produced in Hollywood for TV by Telemount Pictures, Inc & Mutual Television Prodns; Distributor - United Artists TV; Jackie Coogan & Russell Hayden co-star as cowboy government agents of the late 19th Century.

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LOCAL STATION ACTIVITY(Cont'd)

- WTVJ(Ch 4) Cerebral Palay Telethon; HICHLIGHT Jan 24-25; Sat llpm-Sun 2pm;

 Miami, Fla. Dennis James will MC the station's 2nd annual telethon for Cerebral Palay, originating from the Miami Beach Auditorium.
- KECA-TV(Ch7) It's Glenn Again; DEBUT Jan 18; Sun 9:15-9:30pm; Sponsor Girard's Salad Dressing thru Guild, Bascom & Bonfigli(San Francisco); Glenn Hurlburt, blind pianist, for 13 weeks; also on KGO-TV(San Francisco).
- Los Angeles

 New Sales: The Shell Oil Co thru J. Walter Thompson, has renewed Gil Martyn and the Shell Newsreel (Mon thru Fri 7-7:15pm), for 52 weeks, effective January 1, 1953. The Whiz Kids (used car dealer) thru M. B. Scott & Assoc, has renewed Swingshift Theater(Fri 9:30pm) for 13 weeks, effective January 16. Necchi Sewing Machine Distributors of Los Angeles thru Factor-Breyer, assumes sponsorship of Movie Theater (Sun 4:30-6pm) starting January 11 for 13 weeks. Mrs. Lee's Pies (Simple Simon Frozen Pies) thru Davis & Co., has renewed a 20-minute segment of the Ina Ray Hutton All Girl Show (Tue 9-10pm), effective February 20.
- KTTV(Ch 11)

 770 On TV; HIGHLIGHT Jan 18; Sun 2-2:50pm; Sponsor Retail Clerk
 Union Local 770; Prod Leonard Shane with J. M. Lench; Dir Joe
 Agnello; special program, entitled "Your Life In Their Hands", will
 feature Dr. Albert Goldman, performing an actual cancer operation,
 with a step-by-step explanation of the complicated surgery.

The General Petroleum Corporation thru West-Marquis, Inc. Advtg, has renewed its contract with KTTV to automatically sponsor any and all special events telecasts by the station for another 52 week period.

Ramar of the Jungle; NEW SPONSOR Jan 20; Tue 7-7:30pm; Sponsor - Bell Brand Foods thru McCann-Erickson(Los Angeles); Film Prod - Leon Fromkess for Arrow Prodns; Prod - Rudolph Flothow; Dir - Wallace Fox; Story Ed - Sherman L. Lowe; Writers - Charles Condon, Orville Hampton, Royal K. Cole, George Sayre and Sherman L. Lowe. Jon Hall stars, with Ray Montgomery, M'Liss McClure and James Fairfax; starts new 13-weeks series with this sponsorship.

FILM REPORT

ROBERT LAWRENCE PRODUCTIONS TO FILM THE BEST TELEVISION PLAYS, as chosen by William I. Kaufman, NBC Program Development executive in his book, "The Best Television Plays." Tentative plans call for start of production at the end of February, for release on TV in the fall of this year. Plan is to film the best plays performed "live" in the past on TV, using top directors and performers for the series.

HON. SAMUEL R. ROSENBAUM ARBITRATING SNADER TELESCRIPTIONS DISPUTE between Louis D. Snader and a group composed of Henry and Al Bisno, Samuel Markowich, Henry Frye, United Television Productions and others, having started hearings last week in Hollywood. Judge Rosenbaum, known in the industry as the administrator of the AFM Mutual Protective Funds 1 and 2, has unilateral powers to decide who may have sold Snader Telescriptions and who shall have the rights. He may negate the deal between the Bisnos and Frye for the sale and distribution of the Telescriptions, the Dick Tracy series, the Korda features and other properties.

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FILM REPORT(Cont'd)

GUILD FILMS TO FINANCE & DISTRIBUTE LIBERACE FILMS, currently being produced in Hollywood by Louis D. Snader. The first in a series of 26 out of 117 projected half-hour films went into production on January 13 at the Music Box Theater in Hollywood, with the series to be entitled The Liberace Show. Contracts for the series were signed by KLAC-TV(Hollywood) general manager Don Fedderson; Reub Kaufman, Guild Films president; and Gabbe, Lutz & Heller, Liberace's agents. Robert Snader is production assistant, Duke Goldstone directs, Jess Corrello is production manager and Bernard Brodie handles music clearances for the project.

NEW FILM SALES ANNOUNCED BY CONSOLIDATED AND UNITED ARTISTS TV: Eleven new sales to local stations of program series distributed by United Artists Television have been announced, including Clete Roberts' World Report (4 stations); John Kieran's Kaleidoscope (3); The Feminine Angle, starring Ilka Chase (2); Telesports Digest (1) and Cowboy G-Men (1). Cowboy G-Men had formerly been purchased by Purity Bakers for showings in 24 key markets. Consolidated's new sales include Ringside with the Rasslers (6); Front Page Detective (6); Hollywood Half-Hour (5); Public Prosecutor (4); Crusader Rabbit (4); Jackson & Jill (2) and Paradise Island (1).

NEWS DIGEST

NIELSEN, TRENDEX, VIDEODEX & ARB REPORT LUCY STILL TOPS. The Nielsen report for the first two weeks in December; the ARB and Videodex December ratings and the Trendex report for the week January 2-8, 1953, are as follows:

		Nielsen	
	# Homes (COO)	% Homes
I Love Lucy	13,774	I Love Lucy	72.3
Colgate Comedy Hour	11,415	Talent Scouts	62.0
Godfrey&Friends(Ligget	t-M) 10,360	Colgate Comedy Hour	59.4
Texaco Star Theater	9,326	Texaco Star Theater	57.9
Dragnet	9,090	Godfrey&Friends (Ligge	ett-M) 55.6
Buick Circus Hour	9,066	Buick Circus Hour	51.3
You Bet Your Life	9,058	Dragnet	49.0
All Star Revue	8,878	All Star Revue	46.8
Godfrey&Friends(Toni-C		You Bet Your Life	46.5
Television Playhouse()		Jack Benny Show	46.4
		•	
	T	rendex	
I Love Lucy	66.7	Red Buttons	38.5
Talent Scouts	53.1	Colgate Comedy Hour(I	Hope) 38.0
Dragnet	48.6	You Bet Your Life	36.3
Godfrey & Friends	45.7	T-Men in Action	35.3
Texaco Star Theater	41.3	Suspense	33.4
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# of		Videodex	# of		
	ons	#Homes (000)	Stati	ons	% Homes
I Love Lucy	62	11,667	I Love Lucy	62	59.5
Godfrey & Friends	58	9,446	Godfrey&Friends	58	50.0
You Bet Your Life	62	8,590	Talent Scouts	22	46.6
Godfrey&Friends	54	8,236	Godfrey&Friends	54	44.2
Your Show of Shows	56	7,426	You Bet Your Life	62	43.9
Colgate Comedy Hr	60	7,150	Dragnet	40	43.8
Dragnet	40	6,757	Your Show of Shows	56	40.3
Red Skelton	56	6,464	Buick Circus Hour	48	37.5
All Star Revue	58	6,346	Colgate Comedy Hr	60	37.4
Buick Circus Hour	48	6,030	Red Skelton	56	33.7

NEWS DIGEST(more)

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NEWS DIGEST(Cont'd)

AMERICAN RESEARCH BUREAU report for December, 1952:

I Love Lucy	73.5	Dragnet	43.5
Talent Scouts	60.4	What's My Line	41.6
Godfrey & Friends	57.4	Television Playhouse	41.0
You Bet Your Life	49.5	Our Miss Brooks	38.6
Colgate Comedy Hour	47.0	Your Show of Shows	38.3

QUICK MAGAZINE ADDING LOCAL TV INSERT IN CHICAGO AREA, effective with the February 2nd issue. The 32-page addition will be a weekly feature, similar to the Quick television program listings and features in its New York edition.

NEW STATION AFFILIATIONS: To ABC-TV: WJTV(Ch 25), Jackson, Mississippi, effective January 15. CBS-TV: WFPG-TV(Ch 46), Atlantic City, N.J., as a secondary affiliate. DuMont Television Network: WEEK-TV(Ch 43), Peoria, Illinois, from Jan. 1; WLVA-TV(Ch 13), Lynchburg-Roanoke, Va. (Feb. 1); WBLC-TV(Ch 49), Muncie, Indiana (March 8) and KXLY-TV(Ch 4), Spokane, Washington (Jan. 15). NBC-TV: WALA-TV(Ch 10), Mobile, Alabama (January); WFMJ-TV(Ch 73), Youngstown, Ohio (Jan.15); WWLP(Ch 61), Springfield, Mass.(Jan.20); WEEU-TV(Ch 33), Reading, Pa. (March 1); WJTV(Ch 25), Jackson, Miss.(Jan.15); KCBD-TV(Ch 11), Lubbock, Texas (March 15.)

NBC SIGNING PERFORMERS TO LONG-TERM CONTRACTS, as a major step in their talent-development program. First to be signed were Helen Halpin, a young comedienne, and Betty Ann Grove, songstress and comedienne. Miss Halpin is currently appearing at the Blue Angel in New York, while Miss Grove, well-known on television for her appearances with Bert Parks on Stop the Music and The Bert Parks Show, and on Celebrity Time, has been featured on Broadway in Kiss Me, Kate, having replaced Lisa Kirk in the Cole Porter musical.

WOI-TV OFFERING COLLEGE COURSE IN PSYCHOLOGY. The Ames, Iowa atation is transmitting Iowa State College classes on Monday, Wednesday and Fridays from 2:30-3pm. Students, who are enrolled for a fee of \$18 plus the cost of a textbook (slightly over \$4.00) are required to mail in their "homework" assignments, and will have to go to Ames about February 7 for "mid-quarter" exam, and about Merch 21 for the final examination. The course is worth three hours of college credit.

TWO STATIONS UNDERGO OWNERSHIP CHANGES. Radio Cincinnati, operators of WKRC & WKRC-TV, Cincinnati, Ohio, have purchased, subject to FCC approval, a second Ohio station, WTVN, Columbus, for a reported sum of \$1,500,000. President of Radio Cincinnati is Hulbert Taft, Sr., a cousin of Senator Robert A. Taft. The Columbus station was sold by Edward Lamb, who still retains control of TV stations WMAC, Masillon, Ohio and WICU, Erie, Pa. In Los Angeles, KLAC-TV, has won FCC approval for a change of ownership from a corporation headed by Dorothy Schiff to Dorothy Schiff as an individual. KLAC-AM will continue under the corporate ownership.

COLUMBIA UNIVERSITY PREPARES TEACHING GUIDE FOR INAUGURATION coverage. The guide, prepared by the Citizenship Education Project of Teachers College under the direction of Prof. William S. Vincent, CEP director, correlates the planned CBS-TV broadcasts of the Presidential Inauguration events in Washington with actual class-room lessons in history, government and civics. The manuals have been distributed among school principals, department heads and faculty members of elementary, junior high and high schools with a total of more than 15,000,000 pupils.

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PERSONNEL CHANGES

Nat Wolff, vice president in charge of radio and TV production at Young & Rubicam, will succeed Everard W. Meade as director of the agency's radio-TV department. Meade, who is also a member of the agency's executive committee, is retiring from the agency field in the spring to return to his home in Virginia to write for TV and to lecture on radio-TV writing and production.....James O'Neill has resigned as head of the writing department of the William Morris Agency in New York, to accept a similar job with MCA's Beverly Hills office, in their television department.....Bob Stahl, member of Variety's radio-TV staff for the past seven-and-a-half years, has resigned to join Triangle Publications in a TV capacity. Bob Chandler moves into Stahl's job at Variety......Jim Lister has been elevated to the position of production coordinator of "Tales of Tomorrow" for the George F. Foley packaging firm.

Lem Jones has been appointed short subjects sales manager and director of television activities of 20th Century-Fox Film Corp. He was formerly a sales executive with the firm. Phil Williams, who was recently appointed assistant to the Director of Television for 20th, has announced his resignation to accept a position with Ziv Television Productions, assuming his Account Executive post in Texas on February 16.....Don Kellett, Executive Assistant to Roger W. Clipp, General Manager of WFIL-TV(Philadelphia), will leave his post at the end of January to assume new duties as President and General Manager of the new Baltimore team in the National Professional Football league.....Russ Landers, former Film Director for the Crosley Broadcasting Corporation, has been appointed Film Director for KECA-TV, Hollywood......Marc S. Asch, formerly civilian chief of film production for the U.S. Air Force, has been named a vice-president and producer in the industrial and TV film division of Van Praag Productions, New York film producers. Mr. Asch is co-holder of several Academy Awards......William G. White joins Cunningham & Walsh in the newly created post of assistant manager for radio-TV media.

Paul C. Phillips, formerly head of TV programming and production for N. W. Ayer, New York, has been appointed radio-TV director of Factor-Breyer, Los Angeles.Sheridan D. Reid has been appointed production manager of KGMB-TV, Honolulu...R. W. Clark, manager of NBC-TV's technical operations in Hollywood for the past four years, has resigned to become director of engineering for KONA Television, Honolulu, T.H.....Bruce Bryant, a member of the Chicago TV sales staff of the Petry Company, station reps, for the past four years, joins CBS Television Spot Sales in Chicago as an Account Executive. Theodore F. Shaker, Account Executive in that office, moves to the New York office in the same capacity Ed Beloin, former Paramount producer and Jack Benny writer, has joined Don Sharpe Enterprises, Hollywood, as producer of the Robert Cummings "My Hero" TV film series. He replaces Mort Greene, who is currently suing the production firm for abrogating his contract.J. B. Staniland has been named a director of A.C. Nielsen Company Limited, Oxford, England. He will supervise the operations of the newly-established Nielsen Netherland Index, founded in June, 1952, and will also be in charge of exploring opportunities for expansion of Nielsen Index services in other countries on the European continent...

Bob Finnegan, well-known sportscaster, has been appointed Assistant to John T. Madigan, Director of News, Special Events and Sports for the ABC-TV network. Other ABC-TV appointments were of John Dunn as Managing Editor of the "All Star News" program; Mary Laing as Acting Supervisor of the WJZ-TV(NY) Newsroom, and Claire B. Wirth as Administrative Assistant to Madigan.....Otis Williams, for the past four years with Video Pictures, Inc., New York commercial film producer, has joined WOR-TV(New York independent station) as an account executive. He was formerly associated with WOR-Mutual between 1935 and 1945 as a member of the sales staff.

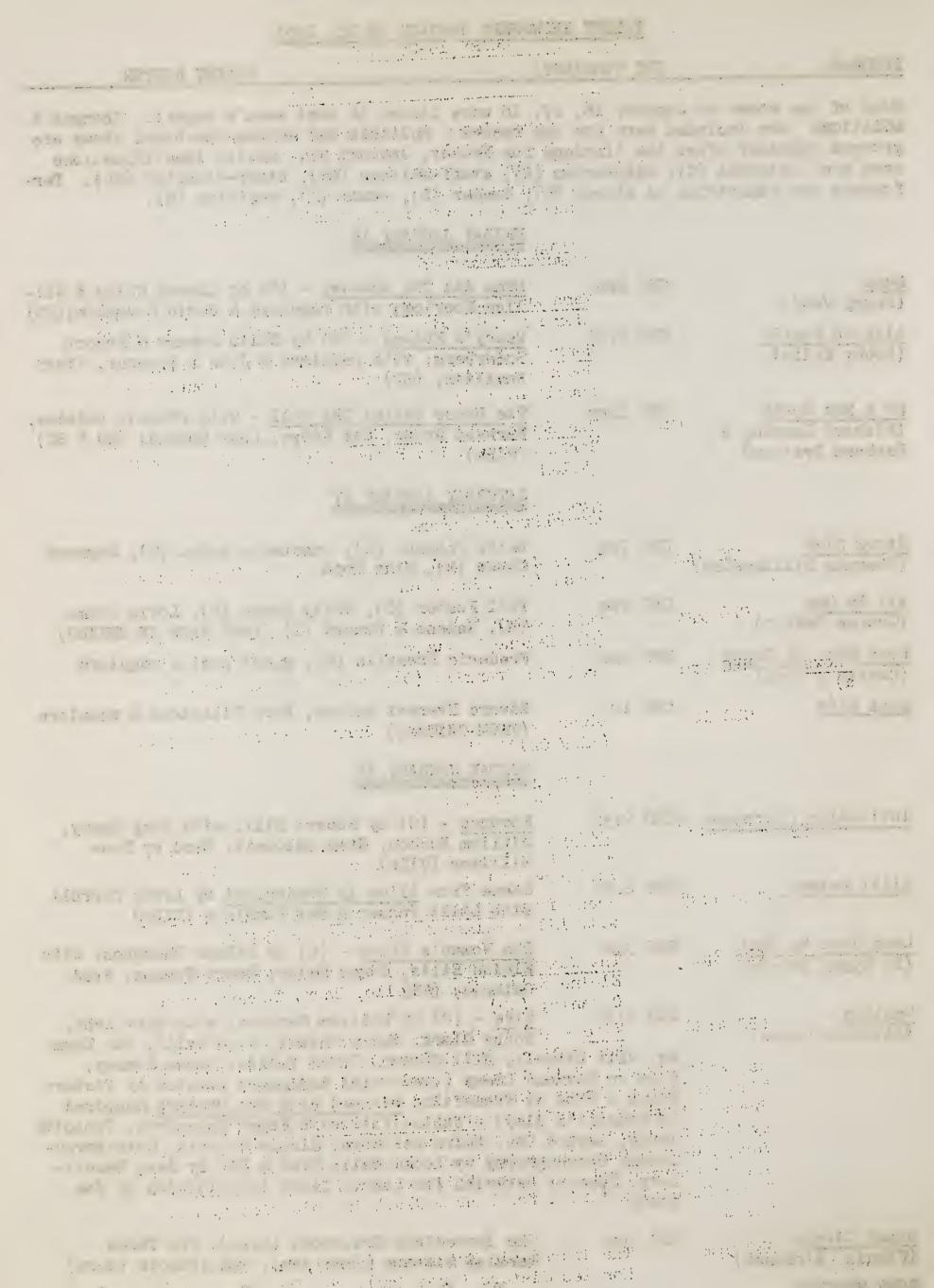
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Most of the shows on January 16, 17, 18 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listings for Friday, January 23. Script identifications used are: original (0), adaptation (A), staff-written (SW), staff-directed (SD). Performers are identified as singer (S), dancer (D), comic (C), musician (M).

		FRIDAY JANUARY 16
Mama (Peggy Wood)	CBS 8pm	Mama And The Boarder - (0) by Thomas Coley & William Roerick; with regulars & Kevin Coughlin; (SD)
Aldrich Family (Bobby Ellis)	NBC 9:30	Henry's Friend - (0) by Edith Sommer & Robert Soderberg; with regulars & John D Seynour, Ricky Hamilton; (SD)
Mr & Mrs North (Richard Denning & Barbara Britton)	CBS 10pm	The House Behind The Wall - with Francis DeSales, Barbara Brown, Fay Roope, Lisa Howard; (SW & SD) (FILM)
		SATURDAY JANUARY 17
Stork Club (Sherman Billingsley)	CBS 7pm	Betty Johnson (S), Constance Moore (S), Raymond Chase (M), Nina Foch
All In One (George DeWitt)	CBS 9pm	Phil Foster (C), Wally Brown (C), Louis Prima (M), Helene & Howard (D) (LAST SHOW IN SERIES)
Your Show Of Shows (Caesar & Coca)	NBC 9pm	Frederic Franklin (D), guest host & regulars
Quiz Kids	CBS 10	Edward Everett Horton, Burr Tillstrom & regulars (FROM CHICAGO)
		SUNDAY JANUARY 18
Invitation Playhouse	WCBS 2:30	Romance - (0) by Robert Hill; with Tony Gerry, William Hudson, Gwen Caldwell; Prod by Rene Williams (FILM)
Lilli Palmer	WCBS 2:45	Scene from Alice In Wonderland by Lewis Carroll with Lilli Palmer & Rex Harrison (FILM)
Lamp Unto My Feet (Dr Lyman Bryson)	CBS 3pm	The Woman's Place - (0) by Palmer Thompson; with Elaine Ellis, Tommy Nello, Harry Townes, Fred Catanio; (SD)
Omnibus (Alistair Cooke)	Film on Raymores & Prode by Goldoni's Verdy, Gerardlanum; Chore	Vive - (0) by William Saroyan; with Bert Lahr, Bobby Clark, Butch Cavell, Nita Naldi, Ann Thom- sell, Bill Sharon, Carol Veazie, Logan Ramsay; and Loewy (industrial designer) created by Picture by Transfilm; Servant With Two Masters (inspired play) - ballet film with Roger Senonjois, Violette d Ohn, Andre Lelievre, Nicole Toutain, Cote-Hercu- cography by Leone Mail; Prod & Dir by Jean Benoit- l Material for Lahr & Clark introduction by Joe
Super Circus (Claude Kirchner)	ABC 5pm	The Incredible Ericksons (acro), The Three . Morales Sisters (iron jaw), The Ivanovs (acro)
ROSS REPORTS		- Page 8 - TALENT SHOWSHEET (more)



SUNDAY JANUARY 18 (Cont'd)

Hllmk Theater (Sarah Churchill)	NBC 5pm Keddy, Mauric William Roeri	The General's Bible - (0) by Ted Wear, (A) by Harold Callen; with Richard Wigginton, Grace to Wells, Alan MacAteer; Donald McKee, Joe Boland, ick, George McCoy, Stephen Courtley, Philip Foster
Roy Rogers & Dale Evans	NBC 6:30 cett, I Stanfo	regulars & Peggy Stewart, Dale Van Sickel, Zelda Cleaver, George Lewis, Reed Howes, William Faw- ord Jolley; (SW & SD) (FILM)
Red Skelton	NBC 7pm	Nana Gollner (D), Benny Rubin (C), Connie Haines (S) (LIVE MUSICAL SEGMENTS & REPEATS OF COMEDY SKETCHES ON FILM, FROM HCLLYWOOD)
You Asked For It		Nick Fatool, Stan Wrightsman, Phil Stevens, Eddie Miller, Matty Matlock, Jack & Charlie Teagarden ett Coriell (high wire), Elizabeth Lownes (flag orge Biggers (bee master), Art Campa (cager)
Opera Cameos	WPIX 7:30	Scenes from I Pagliacci by Leoncavallo with Frank Guarrera, Ann Ayars, Salvatore Puma (all S)
This Is Show Business (Clifton Fadiman)	CBS 7:30	Veronica Lake, guest panelist; Dorothy Collins (S), Henny Youngman (C), Martha Ann Bentley (D)
Mr Peepers (Wally Cox)	NBC 7:30	(0) by Jim Fritzell, James Blumgarten, Stanley Rauh, Everett Greenbaum; with regulars & Buster Crabbe, Judy Parrish
Colgate Comedy Hour (Eddie Cantor)	NBC 8pm	Dinah Shore (S), Joel Gray (C), Arnold Stang (C) (FROM HOLLYWOOD)
Rocky King (Roscoe Karns & Earl Hammond)	DuM 9:30	Checkmate - (0) by Edmund Morris; with Ernest Borgnine, Arlene Walker, Judson Pratt, Martin Brandt; (SD)
Arthur Murray Party (Kathryn Murray)	lOpm	Helen O'Connell (S), Jack Smith (S), Ross & West (C), Ejnar Hansen (M)
The Web		Midnight Guest - (0) by Arnold Philips, (A) by John C Gibbs; with Alexander Scourby, Patricia arles McClelland, Frank Overton, John Armstrong, Lin, Gene Anton, Jr, John Shafer; (SD) by Swift
The Doctor (Warner Anderson)	•	Take The Odds - (0) by Robert Aldrich; with Michael Mann, Ann Summers, Charles Buchinski, Silvio Minciotti, Jim Nolan, Alan Shnapier, Robert by Robert Aldrich (FILM)
		MONDAY JANUARY 19
Hollywood Screen Test (Neil Hamilton)	ABC 7:30	The Light That Did Not Fail - with Judith Evelyn, Jose Perez, Lauren Gilbert; (SW & SD)
Lux Video Theater	CBS 8pm Baker, Leni S	Ti Babette - (0) by Carey Wilber; with Corinne Calvet, Scott Forbes, Cameron Prud'homme, Sybil Stengel, George Forrest; (SD) by Fielder Cook
Paul Winchell & Jerry Mahoney	NBC 8:00	regulars & Edgar Stehli, Lois Nettleton (ON KINE)
Voice Of Firestone (Howard Barlow)	NBC 8:30	Bidu Sayao (S)

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ROSS REPORTS

TALENT SHOWSHEET (more)

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MONDAY JANUARY 19 (Cont'd)

H'wood Opening Night (Jimmie Fidler)	NBC 9pm	Interlude - (0) by John Whedon, (A) by Eugene Vale; with Ezio Pinza, Patricia Morison; (SD) (FROM HOLLYWOOD)
Red Buttons	CBS 9pm	regulars & Richard Bishop, Viola Roache, Jim No- lan, Philippa Bevans, Elizabeth Watts, Sid Stone, Sammy Birch
Robert Montgomery	•	Maggie, Pack Your Bags - (0) by Elaine Carring- ton; with Robert Preston, Margaret Hayes, Peter Winters, Joan Wetmore, Augusta Merighi, Alexander te Stavisky, Dick Raymond, E W Swackhamer; (SD) by
Studio One	oss, Joan Cope	Signal 32 - (0) by MacKinlay Kantor, (A) by Stanley Niss; with Roy Roberts, Gene Lyons, Joe Mar-eland, Jacqueline Susann, Robert Dryden, Kenneth affee, Robert Middleton, Henry Scott, Aaron Howard
Dangerous Assignment (Brian Donlevy)	WNBT 10:30	The Paris Sewer Story - (0) by Altie Ward, Jr; with Robert Bice, Jim Davis, Jean Delval, Henri Letondal, Leonard Penn, Carol Thurston; (FILM)
		TUESDAY JANUARY 20
Texaco Star Theater (Milton Berle)	NBC 8pm	Gertrude Berg, The Andrews Sisters (S)
Crime Syndicated		Special Employee - (0) by William L Stuart; with Rod Steiger, Sally Gracie, Paul Lipson, Frank Martin Brooks, Kaie Deei, George Dewing, Harry y Sibelia, Richard Garth, Richard Charles; (SD)
Fireside Theater (Frank Wisbar)		The Critic - (0) by Norman Jacob, (A) by Gilbert Thomas & Margaret Buell Wilder; with John Warbur-wrence, Helen Parrish, Gabriel Curtiz, Gar Moore, th; (SD) (FILM)
Suspense		Joan Blondell Stephen Elliott, Dorothy Hart, Oli- , Douglas Taylor, Elliott Martin, Don Kennedy,
Armstrong o Theater	NBC 9:30	Before Breakfast - (0) by Doris Halman; with Scotty Beckett, Chris White, Ed Begley, Reynolds Evans, Isabel Price; (SD)
Danger	CBS lOpm	Honestly, It's The Best Policy - (0) by Hal Reid, (A) by Samuel Elkin; with Dody Heath, Jack Lemmon,
	Lewis Charles	, Fred Scollay, Harry Bellaver, Norman Shelly; (SD)
Demi-Tasse Tales	WCBS 10:30	Lady With Ideas - (0) by True Boardman; with Pamela Britton, Gig Young, Mikhail Rasumny, Hugh Beaumont, Irving Bacon; (SD) (FILM)
		WEDNESDAY JANUARY 21
A Date With Judy (Mary Linn Beller)	ABC 7:30	regulars & Ruth Hammond, John Kane, Ted Tiller; (SW & SD)
ROSS REPORTS		- Page 10 - TALENT SHOWSHEET (more)

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WEDNESDAY JANUARY 21 (Cont'd)

		TRANSPORTED COMMENTER OF THE CONTRACTOR OF THE C
Cavalcade Of America	NBC 8:30 Lummis, Helderstein (FIII)	What Might Have Been - (0) by Warner Law; with Nancy Hale, Robert Barrat, Ross Ford, Dayton en Wallace, Harry Lauter, Rudy Lee; Dir by John LM)
Kraft TV Theater	NBC 9pm ton, Ben Coe Holland	A Square Peg - (0) by Lewis Beach; with Evelyn Varden, Frank M Thomas, Irene Vernon, Lois Boloper, Olive Blakeney, James Coots; Dir by Maury
Man Against Crime (Ralph Bellamy)	NBC 9:30	Murder In The Studio - (0) by William Kendall Clarke; with Kurt Richards, Katherine Meskill, Greg Juarez, Lynn Merrill; (SD)
Rheingold Theater (Douglas Fairbanks)		Creswell; with Douglas Fairbanks, Constance Cum- ip Vickers, McDonald Park, Elaine Dundy, Violet , Moses Lamar, J. Crandall; Dir by Charles Saun-
		THURSDAY JANUARY 22
George Burns & Gracie Allen	CBS 8pm	Jack Benny (FILM)
Chance Of A Lifetime (Dennis James)	ABC 8:30	Hoagy Carmichael (composer)
T Men In Action (Walter Greaza)	NBC 8:30	The Case Of The Troubled Ear - Information unavailable at press time
Big Town (Pat McVey & Jane Nigh)	CBS 9:30	Crime And Punishment - (0) by E A DuPont & David Chantler; Dir by E A DuPont; cast not available; (FILM)
Ford Theater		Sermon Of The Gun - (0) by Lawrence Kimball; with Macdonald Carey, K.T. Stevens, Walter ley Andrews, Trevor Bardette, Harry Harvey; Dir schainbaud (FILM)
Martin Kane (Lee Tracy)	NBC lOpm	Richard Webb, Whit Bissell, Maurice Burke, Howard Freeman, Ernest Sarracino; (SW & SD)
My Little Margie (Charles Farrell & Gale Storm)	CBS 10pm	regulars & El Brendel (FILM)
I've Got A Secret (Garry Moore)	CBS 10:30	Jayne Meadows, Bill Cullen, Henry Morgan, Faye Emerson, panelists; Monty Woolley, guest
		FRIDAY JANUARY 23
Life Of Riley (William Bendix)	NBC 8:30	regulars & Max Baer (FILM)
Big Story (Robert Sloane)	NBC 9pm	Willis O'Rourke, Chicago Herald-American - (0) Information unavailable at press time
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FRIDAY JANUARY 23 (Cont'd)

Schlitz Playhouse CBS 9pm Guardian Of The Clock - (0) by Robert Zacks, (A) by Irving Gaynor Neiman; with Edmund Gwenn, Ludwig Stossel, Roland Winters, Una Merkel, Ben Weldon, Hugh Beaumont, Judy Osborne, William McLean, Frank Scannell, John Monaghan; (SD) by Ted Post (FILM) MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY JANUARY 16 THROUGH FRIDAY JANUARY 23 WJZ 11:15 Eddie Dunn replaces Tiny Ruffner (M thru F) Kitchen Kapers The Lonesome Hill - (0) by Jane Randolph; with One Woman's Experience WABD 11:30 Joy Geffen; (SD) (M thru F) One Mun's Experience - (0) by Virginia Radcliffe One Man's Experience WABD 11:45 with Christopher Drake; (SD) (M thru F) Thu - Milbourne Christopher (magician) Garry Moore CBS 1:30 M thru F - add: David Atkinson as singing MC WOR 2:30 TV Town Topics (Barbara Welles) Art Linkletter's M - Katherine Albert (author); W - Anita Gordon CBS 2:30 (S) (FROM HOLLYWOOD) House Party F - Anthony, Allyn & Hodges (D), Cy Coleman Trio NBC 4pm Kate Smith (M); M - Blair & Dean (D); Tu - The Kateds (D), The Ravens (M), Aline Dalton ("Story Princess"); W - Joan Kayne (D), The DeMarco Sisters (S), Evalyn Tyner (M); Th - Tedcy & Phyllis Rodriguez (D); Down To The Sea Again - (0) by Sol Stember; with Josephine Hull; F - Los Gatos (acro), Myron Cohen (C) M - Martha Raye, The Three Suns (S&M); W - Tony Do You Want To Be A *? WOR 7pm Lavelli (basketball-accordionist), Monte Irvin (Fred Robbins) (baseball), Frank Quinn (film editor), Boris Kaplan (talent scout), Tony Pastor (M); F - Mark Stevens, Corinne Calvet, Eddie Davis (C) NBC 7:15 Tu - Lapse Of Memory - (0) by Eric Arthur; with Short, Short Drama James Gregory, Clifford Sales, Bart Burns, (Ruth Woods) Louise Buckley; Th - Buried Treasure - (0) by Carol Warner Gluck & Manya Starr; with Ruth McDevitt, Joe Graham, Jock Mac-Gregor, Bert Bertram (FILM) Broadway Camera WPIX 7:15 F - Patricia Hardy; M - Jose Greco (D) (Jimmy Powers) Broadway TV Theater M thru F - Smilin' Through - (0) by Allan Langdon WOR 7:30 Martin; with William Prince, Beverly Whitney, Wesley Addy, William Post, Jr, John Mosley, Doreen Lang, Mignon Wright F(1/23) - Joni James (S) CBS 7:45 Perry Como Jane Froman's USA C't'n CBS 7:45 Th - Jacob Lateiner (M) SATURDAY JANUARY 24 Dick Tracy WNBT 6pm The Brow Returns - (0) by William Lively; with Joe Devlin, Margia Dean, Norman Rice, Frank Nord-(Ralph Byrd) strom, Hugh Sanders, Don Brody, Tennesse Jim; Dir by Nate Watt

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TALENT SHOWSHEET (more)

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ROSS REPORTS

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SATURDAY JANUARY 24 (Cont'd)

All Star Revue NBC 8pm Sophie Tucker (S), Dorothy Kirsten (S), Nat (George Jessel) "King" Cole (S), Ben Wrigley (C), Shelton Brooks (composer) (FROM HOLLYWOOD) This Is Show Business CBS 9pm George S Kaufman returns as permanent panelist; (Clifton Fadiman) Faye Emerson, guest panelist; Sam Levenson, panelist, also performs; other performers: Jane Froman (S), Eileen O'Dare (D) It's News To Me CBS 10:30 John Henry Faulk, Anna Lee, Walter Slezak, Mar-(John Daly) garet Lindsay SUNDAY JANUARY 25 Omnibus CBS 4:30 Benny Goodman, Gene Krupa, Teddy Wilson (all M); (Alistair Cooke) McQuade Of The Traffic Squad - silent film written & directed by Eugene Nowland, with Pat O'Molley, produced by Thomas Edison Inc; visit with Thomas Hart Benton (artist), wife Rita, daughter Jessie & friend Claude Rains; The Tyrant Nicolaio - episode from Flowers Of St Francis - Rosselini film, with Aldo Fabrizi Toast Of The Town CBS 8pm Ed Wynn (C), Monica Lewis (S), Jack Cassidy & (Ed Sullivan) Pat Marand (S), Canadian Black Watch Pipers, Robert Sherwood & The Gae Foster Girls Goodyear TV Playhouse Elegy - (0) by Summer Locke-Elliott; with Charl-NBC 9pm ton Heston, William Prince, Constance Ford, Lydia Clarke, Marian Seldes, Wilson Brooks, Virgilia Peterson, Frank Sutton, Paul Lilly; (SD) by Del Mann Pearl Bailey (S), Bil & Cora Baird (puppeteers), Arthur Murray Party DuM 10pm Peter Birch (D) (Kathryn Murray) Jules - (0) by Jack Laird; with Anatole Wino-The Doctor NBC lOpm (Warner Anderson) gradoff, Terese Quadri, Tom Ahearne, Val Dufour, Sara Floyd, Jay Barney, Charles Proctor; Dir by Robert Aldrich (FILM)

TALENT AVAILABILITIES

New York Los Angeles MARTHA ANN BENTIEY - dancer - AGT: MCA, (All phone numbers are L.A.) PL 9-7500 BUDDY BAER - "Quo Vadis" giant - AGT: LIBBY DEAN - singer - CI 6-4592 Herdan-Sherrell, CR 1-5236 OLGA SAN JUAN - AGT: Peter Witt, PL 9-7996 LOIS BUTLER - ingenue - AGT: George MARGARET LINDSAY - AGT: Ken Later, PL 7-Durgom, CR 1-5147 6964 CONNIE HAINES - vocalist - AGT: Durgom EDMOND O'BRIEN - stage & film star - AGT: Peter Witt DOROTHY KIRSTEN - Met opera star - AGT: Wynn Rocamora, CR 4-5431 ROBERT PRESTON - recent star of Male Animal, AGT: William Morris, MAUREEN O'HARA - AGT: Wynn Rocamora JU 6-5100 LUDWIG STOSSEL - character actor - AGT: IRMGARD SEEFRIED - soprano - AGT: Columbia Paul Kohner, CR 1-5165 Artists, CI 7-6900 RHYS WILLIAMS - AGT: Wm Morris, CR 1-6161 WALTER SLEZAK - character actor - AGT:

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TALENT AVAILABILITIES

William Morris

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NETWORK AND LOCAL TV PROGRAMMING ANALYSES

Scheduled program transmission for the week of: January 18 - 24												
		Total Hours Network Service										
		ABC Comm	Sus	Comm	Su s	Comm	iM Sus	NBC Comm	Sus			
Time on-)	Live	2	1*	6 <u>1</u>	4 3/4	1	tile dag	151	5			
12 noon)	Film	an to		1 2	ma pm		6 0 € €		5			
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TOTALS)	LIVE	12*	7 3/4*	44 <u>1</u> 2	10	19	13 3/4	51	10 1			
	FILM	2 1 /2	10	6	3	2 1 /2	ao na	8 <u>1</u>	5			

^{*} Including Pacific Coast Network Time

(NOTE: Classification Live or Film is determined by predominant part (50% or more) of show, televised at station of origination of program. Commercial category includes participating programs although they may not be completely sponsored. Film shows are those programs produced or adapted especially for TV, plus documentaries and other special films. National spots are not included.)

LOCAL PROGRAMMING ANALYSIS -- SELECTED STATIONS -- Week of January 18-24

CITY	STATION	Total Hrs Net Hours Trans Service		Live Hrs Loc Only	Nat'l Spots		
New York City	WJZ (A)	90	26 3/4	26 3/4	1 3/4	32	
New York City	WCBS (C)	108	63 1 / ₂	114	12	24 <u>1</u>	
New York City	WABD (D)	96 1	35급	20불	3	24	
New York City	WNBT (N)	119‡	63 3/4	26 1	2 <u>1</u>	18 3/4	
New York City	w York City WPIX (I)			46	3/4	35 1	
Schenectady, NY	WRBG-TV (All)	1154	71‡	23 1 /2	3 3/4	5 1	

KEY: A - American Broadcasting Co; C - Columbia Broadcasting System; D - DuMont Television Network; N - National Broadcasting Company; I - Independent, no net service; All - Served by all networks.

* Movie features and shorts not originally made for TV, excluding news and sports-reels .

